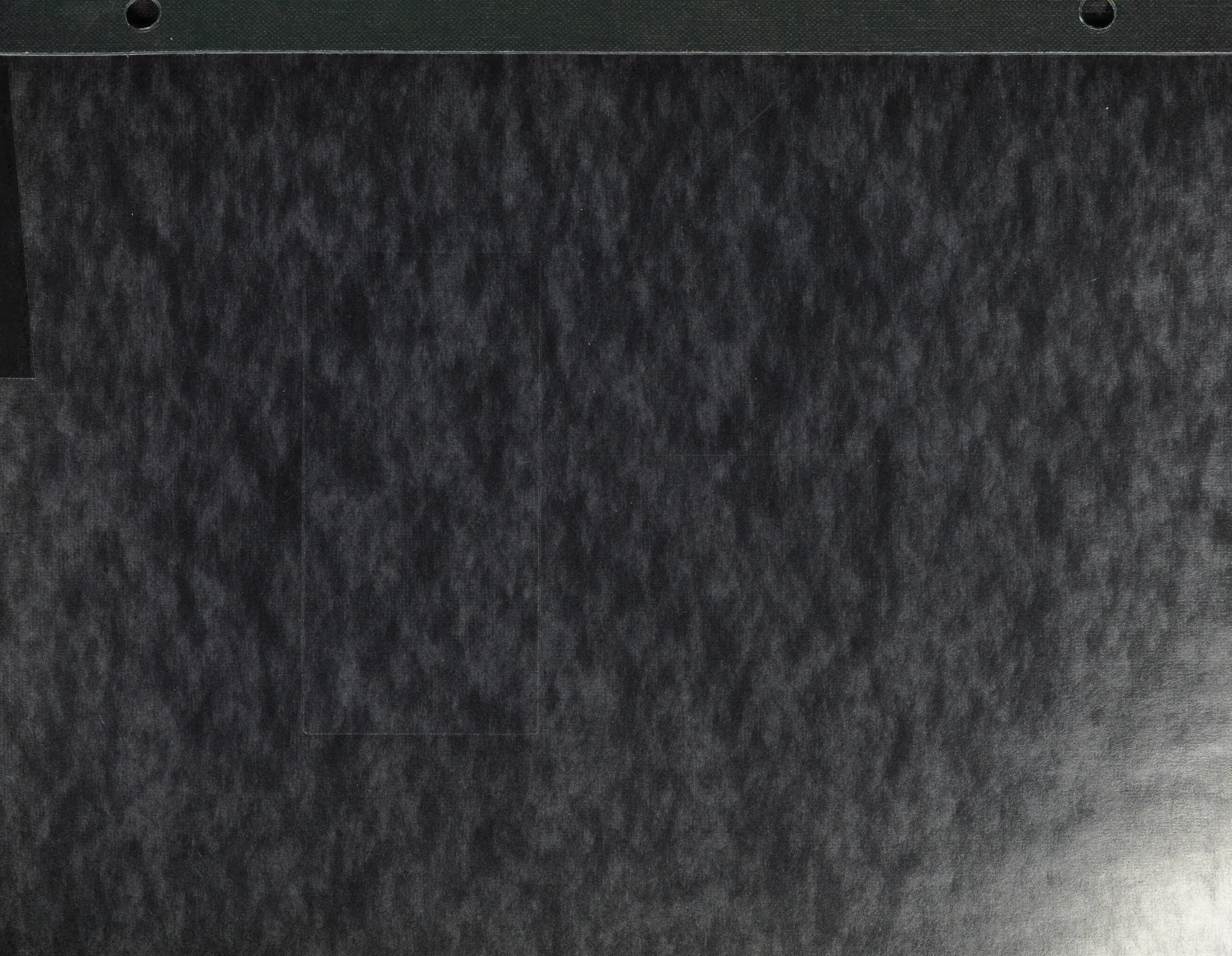
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Agenda / Minutes Of The Tourism And Conventions Development Advisory Board June 3/93 -



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TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

AGENDA

DATE: Thursday, April 1, 1993

URBAN MUNICIPAL
MAR 29 1993
GOVERNMENT DOCUMENTS

TIME: 12:00 Noon

PLACE: 15th Floor Committee Room
119 King Street West, Regional Offices

1. GENERAL

a) Declarations of Interest re: Municipal Conflict of Interest Act

b) Minutes of the Tourism and Conventions Development Advisory Board meeting of March 4, 1993

2. DELEGATION

2.1 Mr. Ted Gill, Senior Director, Transportation Services Department and Hart Solomon, Traffic Department, City of Hamilton

At the March 4, 1993 meeting, the Board requested that staff be invited to attend the next meeting to address Transportation signage concerns.

3. NEW BUSINESS

3.1 Update on Provincial Subsidy Update - A. Cotrell, Ministry of Tourism

3.2 Update on Taxi Industry - J. Fardell

4. OTHER BUSINESS

Next meeting - May 6, 1993 - 12:00 Noon
15th Floor Committee Room

5. ADJOURNMENT

16

MINUTES OF THE TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

The Tourism and Conventions Development Advisory Board met on Thursday, March 4, 1993 at 12:00 Noon, 15th Floor Committee Room, Regional Offices.

Present:	Chairman P. Mercanti D. Brocker, D. Dailley, K. Gregg, G. Macaluso
Absent with Regrets:	B. Adamczyk, M. Tsangarakis
Also Present:	Messrs. N. Catalano, J. Fardell Mmes. A. Cotrell (Ministry of Tourism), M. Gallagher

1. GENERAL

a) Minutes of the Tourism and Conventions Development Advisory Board meeting of January 7, 1993
(Macaluso/Brocker) Be received and adopted as presented.

CARRIED.

2. NEW BUSINESS

Committee members expressed their pleasure at having Nick Catalano present at the Tourism Advisory Board meetings. The Committee Chairman brought the Board up to date on the meeting which was held between himself and Mr. Catalano. Mr. Catalano will attend as many meetings as possible to assist the Board in keeping "focused" on upcoming issues. The Committee also agreed to continue meeting once per month.

The Committee also discussed correspondence received by Mr. Jim Ewad of the Sheraton Hotel, expressing interest in participating on the Advisory Board.

(Mercanti/Brocker)
That Economic Development and Planning Committee Report 12-92, Item 1 respecting Appointments to the Regional Tourism and Conventions Advisory Board approved by Regional Council at their meeting held on July 21, 1992 and Economic Development and Planning Committee Report 3-92, Item 13e) approved by Regional Council on February 18, 1992 be amended by increasing the complement of the Tourism and Conventions Advisory Board by one member, namely, Mr. Jim Ewad of the Sheraton Hotel. **CARRIED.**

2.1 Outstanding Business from January 7, 1993 meeting

a) Ken Gregg

- **Creative Ideas/"Meet the People"**

Ken Gregg provided an overview of the "meet the people" proposal.

(Macaluso/Dailley)
That the report be received and that staff meet with Ken Gregg to discuss his proposal. **CARRIED.**

b) Gabe Macaluso

- **Exchange Rate - Uniformity throughout Hamilton-Wentworth i.e. (BIA's)**

The Committee addressed concerns respecting retailers not using a uniform exchange rate and its effect in attracting the American Tourist to the Region.

Various suggestions were considered by the Board to assist in alleviating this concern:

- forward correspondence to the area BIA's, Chamber of Commerce, Mall operators, Regional Tourist Attractions encouraging retailers to be fair in setting their exchange rates and outline the negative ramifications to the use of high rates.
- Request that the Hamilton Spectator in their "Business Section" outline a suggested exchange rate.
- Introduce the Fair Exchange proposal at an Economic Development and Planning Committee meeting.
- Promote "Fair Exchange Community" during Tourism Awareness Week

(Macaluso/Dailley)
That staff meet with representatives of Festival Country and Hamilton Spectator to discuss the issues raised respecting exchange rates and bring a report back to the Board. **CARRIED.**

o **Transportation Signage Concerns**

The Committee addressed the concerns respecting street signage in the East End of the City and the possibility of changing the signs from Burlington Street "Downtown" to read Burlington Street "Industrial Core".

(Dailley/Brocker)
That Mr. Dale Turvey be requested to attend the next meeting to address the Board's concern with respect to signage.
CARRIED.

Ann Cotrell, Ministry of Tourism will contact Waterloo Region to obtain a copy of their signage policy.

o **Taxi's**

The Committee discussed the importance of a good first impression for tourists visiting our Region.

The Committee raised concerns such as the condition of Taxi Cabs, politeness of drivers and knowledge of Regional attractions.

The Committee agreed to invite Cab Company owners to a meeting to address the concerns of the committee and to offer the Boards assistance to the Owners.

Mr. Steve Dembe of City Licensing and various Cab Owners will be invited to attend upcoming meetings of the Board.

c) **Don Dailley**

o **Upcoming Project - African Lion Safari**

On motion (Macaluso/Gregg) the Board moved In-Camera.
CARRIED.

On motion (Macaluso/Brocker) the Board reconvened in Open Session.
CARRIED.

3. OTHER BUSINESS

Ann Cotrell of the Ministry of Tourism provided an overview of the Pro Rating used for Ministry of Tourism Budgets.

The Committee requested figures outlining how much money from the City of Toronto receives from the Ministry of Tourism.

Next meeting - April 1, 1993 - 12:00 Noon

4. ADJOURNMENT

The Committee adjourned at 2:45 p.m.

_____
Chairman

_____
Secretary

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ITIONS DEVELOPMENT ADVISORY BOARD

AGENDA

DATE: Thursday, May 6, 1993

TIME: 12:00 Noon

PLACE: 15th Floor Committee Room
119 King Street West, Regional Offices

URBAN MUNI
MAY 04 1993
GOVERNMENT DOC

1. GENERAL

a) Declarations of Interest re: Municipal Conflict of Interest Act

b) Minutes of the Tourism and Conventions Development Advisory Board meeting of April 1, 1993

c) Introduction and Welcome - Mr. Jim Awad, Sheraton Hamilton Hotel - newest member to the Tourism and Conventions Advisory Board

2. DELEGATION

**2.1 Mr. Steve Dembe, Manager, Licencing Division
City of Hamilton**

At the April 1, 1993 meeting, the Board requested that an invitation be extended to Mr. Dembe to attend the May 6, 1993 meeting.

2.2 Ms. Anna Bradford, Economic Development Department

Ms. Bradford will be making a presentation on the Celebrate Programme

Ruth Greenwood
Hamilton Public Library
2nd Fl., 55 York Blvd
Hamilton, Ontario
L8R 3K1

tou

3. FOR THE INFORMATION OF THE BOARD:

3.1 Fair Exchange System - U.S. Dollar Convertor, Royal Bank

3.2 Convention Work Plans '93 - Economic Development Department

3.3 Report from E.M. Gill, Senior Director of Road to the Transportation Services Committee respecting Queen Elizabeth Highway Roadway Signing

3.4 Regional Municipality of Waterloo - Pubic Information Centre - Off Road Services and Facilities Signing Policy

3.5 1991 Accommodation Impact Study - Regional Municipality of Hamilton-Wentworth and Ministry of Tourism and Receation

4. OTHER BUSINESS

Next meeting - June 3, 1993 - 12:00 Noon
15th Floor Committee Room

5. ADJOURNMENT

16

MINUTES OF THE TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

The Tourism and Conventions Advisory Board met on Thursday, April 1, 1993 at 12:00 p.m., 15th Floor Committee Room, Regional Offices.

Present: Chairman P. Mercanti
Vice-Chairman M. Tsangarakis
D. Dailley, K. Gregg, B. Adamczyk

Absent with Regrets: D. Brocker, G. Macaluso

Also Present: J. Fardell, T. Gill, H. Solomon, A. Croteau, M. Gallagher

1. GENERAL

a) Declarations of Interest re: Municipal Conflict of Interest Act
None

b) Minutes of the Tourism and Conventions Development Advisory Board meeting of March 4, 1993
(Gregg/Dailley) be received and adopted as presented.

CARRIED.

2. DELEGATION

2.1 Mr. Ted Gill, Senior Director, Transportation Services Department and Hart Solomon, Traffic Department, City of Hamilton

At the March 4, 1993 meeting, the Board requested that staff be invited to attend the next meeting to address Transportation signage concerns.

Ted Gill and Hart Solomon appeared before the Committee and made a presentation on expected changes to signage in the Region in the near future:

1. Northbound (Toronto-bound) Q.E.W. traffic approaching Stoney Creek, drivers will be advised to access Downtown Hamilton via Highway 403;

2. Northbound (Toronto-bound) Q.E.W. traffic approaching the Centennial Parkway and Burlington Street interchanges, the word "Hamilton" will be added to the exit signs;

3. Southbound (Niagara-bound) Q.E.W. traffic approaching the Burlington Street interchange, the word "Hamilton" will be added to the exit signage;

4. Westbound (heading from Toronto to Hamilton or Niagara) Q.E.W. traffic approaching Freeman Interchange (the "Junction"), a new sign will be installed directing traffic to Downtown Hamilton via Highway 403 and to East Hamilton via the Q.E.W.

The Ministry of Transport advises that the signage is directed towards being "destination" oriented rather than "descriptive" oriented.

Staff will be providing both City and Regional Councils with a report on the above changes in the near future.

Staff were also requested to review the Waterloo Signage Policy and prepare a report for the Advisory Board outlining the similarities and differences between the Waterloo Policy and the Regional Policy.

A copy of the Waterloo Policy will be included with the Minutes.

3. NEW BUSINESS

3.1 Update on Provincial Subsidy Update - A. Croteau, Tourism

Ann provided an update on the Provincial Subsidy issue. Ann reiterated that the Ministry of Tourism would be willing to review subsidy for specific proposals presented by the Region.

The Committee was concerned with the problems in obtaining specific figures with respect to how the subsidies between Hamilton and the City of Toronto differ.

It was decided that a letter would be forwarded to the Ministry of Tourism requesting clarification of subsidy amounts received by Toronto and Ottawa and how the amount for the subsidy is derived.

It was also suggested that Mike Ruby be invited to attend an upcoming meeting to discuss this issue. Board members are requested to draft their questions for discussion.

3.2 Update on Taxi Industry - J. Fardell

Joe advised that all Yellow cabs have been supplied with event books/convention kits. Drivers have been briefed on upcoming conventions and are eager to take on this new initiative. It is viewed as an avenue for increasing their tips.

The Board discussed forwarding a letter to Steve Dembe or the Taxi Advisory Board outlining the Committee's concerns. However, it was agreed that an invitation would be extended to Steve and Councillor Don Drury who is the Chairman of the Taxi Advisory Board requesting they attend a future meeting.

Another suggestion included having a "Taxi Week" during National Access Awareness Week whereby Operators are encouraged to visit certain tourist attractions to help familiarize themselves with the various attractions in the Region. Joe advised that during Access Awareness Week there is a "Taxi Operator of the Year" which is held.

4. OTHER BUSINESS

Other Business #1
Tourism Awareness Week - May 31 - June 6, 1993

Joe Fardell will provide an update on upcoming events during Tourism Awareness Week and an overview of the Celebrate 92 Report at the next meeting.

It was also agreed that a special meeting be held to discuss the Work Plan of all Economic Development Programs. Staff of the Economic Development Department would be invited make a presentation on the various programs.

Other Business #2
Fair Exchange - This item will be placed on the May 6, 1993 Agenda for discussion.

Next meeting - May 6, 1993 - 12:00 Noon
15th Floor Committee Room

5. ADJOURNMENT

The meeting adjourned at 2:00 p.m.

_____
Chairman

_____
Secretary

1c

Sheraton Hamilton
HOTEL

OFFICE OF THE GENERAL MANAGER

April 20, 1993

Ms. Mary Gallagher
Legislative Assistant
Regional Municipality of Hamilton-Wentworth
119 King St. W., 15th Floor
P.O. Box 910
Hamilton, Ontario

Dear Ms. Gallagher:

I am in receipt of your fax of April 17 advising me of the recommendation made to the Tourism and Convention Advisory Board concerning my participation.

I accept the nomination and would appreciate the opportunity to serve on this board. I look forward to hearing from you pending the board approval.

Sincerely,

Jim Awad
General Manager

br

REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Office of the Clerk

Robert C. Prowse, Clerk
Michael A. Rallo, Deputy Clerk

April 28, 1993

Mr. Jim Awad
General Manager
Sheraton Hamilton Hotel
116 King Street West
Hamilton, Ontario
L8P 4V3

Dear Mr. Awad:

Re: Appointment to the Tourism and Conventions Advisory Board
Regional Municipality of Hamilton-Wentworth

It is my pleasure to advise you that your appointment to the Tourism and Conventions Advisory Board was approved by the Economic Development and Planning Committee on Monday, April 26, 1993. The recommendation will be forwarded to Regional Council for ratification on May 4, 1993.

The Tourism and Conventions Advisory Board will be meeting on Thursday, May 6, 1993 at 12:00 p.m., 15th Floor Committee Room, 119 King Street West (Ellen Fairclough Building).

An Agenda will be forthcoming shortly. If you have any questions or concerns with respect to your appointment or in general, please do not hesitate to contact me. I may be reached at 546-4304.

Welcome Aboard!

Regards,

Mary Gallagher

Mary Gallagher
Legislative Assistant

119 King Street West, 15th Floor
P.O. Box 910
Hamilton, Ontario L8N 3V9

Tel. (416) 546-4154
Fax (416) 546-2546
TDD (416) 522-1787

3.1

ROYAL BANK
BANQUE ROYALE

U.S. Dollar Convertor
Convertisseur de $ U.S.

TIAC

Cdn $ Premium Prime $ Can	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%
$ 1.00 U.S.	1.10	1.11	1.12	1.13	1.14	1.15	1.16	1.17	1.18	1.19	1.20	1.21	1.22	1.23	1.24
$ 5.00 U.S.	5.50	5.55	5.60	5.65	5.70	5.75	5.80	5.85	5.90	5.95	6.00	6.05	6.10	6.15	6.20
$ 10.00 U.S.	11.00	11.10	11.20	11.30	11.40	11.50	11.60	11.70	11.80	11.90	12.00	12.10	12.20	12.30	12.40
$ 20.00 U.S.	22.00	22.20	22.40	22.60	22.80	23.00	23.20	23.40	23.60	23.80	24.00	24.20	24.40	24.60	24.80
$ 50.00 U.S.	55.00	55.50	56.00	56.50	57.00	57.50	58.00	58.50	59.00	59.50	60.00	60.50	61.00	61.50	62.00
$ 100.00 U.S.	110.00	111.00	112.00	113.00	114.00	115.00	116.00	117.00	118.00	119.00	120.00	121.00	122.00	123.00	124.00

Form - 27493 (5-88)

"Canada grows with tourism" / "Le tourisme, un atout pour le Canada"

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
PUBLIC AWARENESS				
1.	MEDIA	- Plan	Complete	Joe/EB
2.	PRESENTATIONS			
		- service groups	Mar 10	EB
		- charitable organizations & associations	Mar 26	EB
		- sports groups, local shopping centres		
3.	DIRECT SALES			
		- local hospitals, educational facilities	Mar 11	EB
		- associations	Mar 18	EB
		- service groups		
		- sports administrators	Mar 25	EB
		- join Ham Public Relations Society		
4.	AMBASSADOR AWARDS			
		- Determine new ideas 93/94 program	Apr 05	DK/NY
		- Finalize budget with Mgr Hospitality Partners	Apr 15	DK
		- Appoint Committee Members	Apr 30	DK
		- Prepare Ambassador List	May	DK
		- Location/date/menu/entertain theme/decor	Apr 30	DK
		- Invitations/Marketplace/Ambass Awards Order	Aug	DK
		- Follow up calls - qualify Amb	Jun-Sep	DK
		- Conclude follow up calls	Sep 15	DK
		- List of VIP Invitations	Sep 15	DK
		- MC/speaker/photographer	Jul-early Aug	DK
		- Print programme	Sep	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

PUBLIC AWARENESS continued...

5.	SKYLINE (Conventions)			
		- 2nd of quarterly issue		
		- Follow-up with story ideas		
		- articles (on disk) TO DIANNA	May 12, 1993	CK
		- Assist in proofing articles		CK

CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients in Toronto area	Mar 24	EB
		- entertain possible repeat clients	Apr 01	EB
2.	RECEPTIONS			
		- Organize Ottawa Promo	Complete	EB
		- determine venue, theme partners & guests for **T.O. Promo**	Mar 30	EB
		- design invites, coordinate mailing list, menu, entertain. name badges, gifts	Apr 30	EB
		- RSVP coordination	Jun 01	EB
		- EVENT	Jun 15	EB
		- Follow up clients	Jun 25	EB
		- invoice partners	Jul 30	EB
		- determine venue, theme, date, partners & guests for **Ottawa Sports Promo**	Jul 30	EB
		- design invites, coordinate mail list, menu, entertain., name badges, gifts	Aug 30	EB
		- RSVP coordination	Sep 15	EB
		- EVENT	Oct 15	EB
		- follow up clients	Oct 25	EB
		- invoice partners	Nov 30	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
3.	FAM TOURS			
		Celebrate Fam		
		- determine angle of media piece & participating partners		EB
		- work with Janet re. invites	Apr 15	EB/JF
		- coordinate tkt selection, hotel accommodation	Apr 15	EB
		- RSVP coordination	Apr 30	EB
		- accompanying site inspect., follow up with clients & invoice partners	ongoing thru Aug 31	EB
		CCMA Fam		
		- determine coop partners design invitations, coordinate tkts & mailing list	Jul 30	EB/DK
		- coordinate RSVPs, hotel accommodation, accompanying site inspect.	Aug 30	EB
		- follow up client, invoice partners	Sep 30	EB
		Sinatra Fam		
		- determine coop partners design invites, coordinate tkts	Jul 30	EB/HECFI
		- coordinate RSVP, hotel accommodation, accompanying site inspection	Sep 15	EB
		- follow up clients, invoice partners	Oct 15	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
4.	MARKETPLACES/TRADESHOWS			
		CSAE		
		- determine coop partners	Apr 01	EB/Joe
		- secure space allocation		
		- select theme & source		
		- determine booth construction & transportation arrangements		
		- discuss set up & tear down	Apr 30	EB
		- develop direct mail piece		
		- determine clothing for booth, giveaways		
		- sponsorship of 1st Timer's Breakfast		
		- arrange meal, invitees, partners	Jul 15	EB
		- lead follow up	Aug 20	EB
		- invoice partners	Sep 15	EB
5.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement		EB
		- administer reserv of some ad space		EB
		- liaise with Ad agency	Ongoing	
6.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	DK
		- Conv Services Brochure,		DK
		Approve corrections (OK&D)	Mar 30	DK
		- Contact Mtg Planner for new photograph copy	Apr 10	DK
		- go to print	Apr 30	DK
		- Product complete & Available	May 15	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
7.	DIRECT MAIL PIECE			
		- Magazine Insert (CSAE)		
		- determine target markets according to use ie sales promo, new clients etc.		
		- determine nature of funding ie cooperative or sole effort		
		- determine budget	Mar 19	EB/Joe
		- determine theme		
		- Meet with partners	Mar 25	EB
		- distribution method		
		- print run		
		- proof final design with agency	Apr 30	EB
8.	GREATER HAMILTON SPORTS CORPORATION LIAISON			
		- meet with Don Bowman to attract sporting events to GH facilities, strategic approach	Apr 07	EB
		- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups	Mar 11 & 26	EB
		- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	Ongoing	EB

CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	SERVICES	(HOUSING)		
		Cdn Library Assn	Jun	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner		DK
		- Acknowledgement Cards Rec'd		DK
		- Forms rec'd & housing process in place		DK
		Ont Motor Coach Assn	Nov	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Apr	DK
		- Acknowledgement Cards Rec'd	Apr/May	DK
		- Forms rec'd & housing process in place	Apr/Nov	DK
		Assn of Municipalities of Ont	Aug	
		- Contact made with AMO	Complete	DK
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Mar/Apr	DK
		- Form Approval	May	DK
		- Form mailed to delegates by Planner	Jun	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued...				
		- Acknowledgement Cards Rec'd	Jun	DK
		- Forms rec'd & housing process in place	Jun/Aug	DK
3.	CONVENTION BUILDING			
		- Country Radio Seminar Nashville (Mar 3-6)	Complete	DK
		- American Society of Foundrymen Chicago	Apr 24-27	DK
		- Intern'l Science & Eng Fair Gulf Port, Miss	May 9-15	DK
		- Intern'l School Games Germany	Jun 17-20	DK/JOE
		- Cdn Laboratory Science Animals Montreal	Jun	DK
		- Cdn Assn of Fire Chiefs Quebec City	Jul	DK
		- Nat'l Square Dance Campers Hamburg, NY	Jul	DK
		- Cdn Anaesthetists Assn	awaiting info	DK
		- Nat'l SKAL Club of Canada Sask	Sep 22-25	DK/JOE
		- Ont Home Builders Assn Niagara Falls, Ont	Oct 5-8	DK
		- Intern'l Bocce Championship	Oct	DK/JOE
	POST CONVENTION SURVEY			
		- Contact Convention Bureaux for sample	Mar/Apr	DK
		- Discuss/approval by Mgr	Apr 30	DK
		- Print forms	May 15	DK
		- Follow up procedure	End May-early Jun	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued..				
4.	VOLUNTEERS (LH)			
		- Registrations, set-up & implementation, info tables, Ottroc specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program Motivational seminar	Nov	DK/JHC
		- Attend monthly meeting	Monthly	DK/JHC
		- LH Appreciation Dinner	May 05	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION				
1.	VIDEO UPDATE			
		- consult agency re script, setting, actors	Mar 12	EB/NY
		- assist with obtaining footage of venues		
		- supervise production & budget		
		- approval of script	Apr 30	EB/JOE
		- approve final production		
		- completion of video	May 15	EB/JOE
2.	SUBSIDY GRANTS			
		- conclude current agreement with Ministry of Tourism, Cult & Rec	Mar 31	EB
		- renegotiate agreement for 93/94 cost sharing agreement	Mar 31	EB
4.	BID PRESENTATIONS *Updated Monthly -*		Ongoing	EB/NY
5.	MARKETING COMMITTEES			
		- Meeting space, agenda, minutes, reports	Monthly	DK/NY/EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION continued...				
6.	CONVENTION DISPLAYS			
		- Maintain calendars for each	Ongoing	CK
		- Est upgrade-INSTAND pop-up	Complete	DK
		- Obtain approval from Mgr/Budget changes to structure	Apr 10	DK
		- Provide ideas for pictures, panels, signage	Apr 20	DK
		- Place order	Apr 25	DK
		- Product ready	May 15	DK
		- Ascertain Budget-TABLE TOP	Jun 15	DK
		- Obtain Estimates	Jul 15	DK
		- Provide ideas for pictures, jointly with dept staff	Jul 30	DK
		- Place Order	Aug 05	DK
		- Product ready	Aug 30	DK
7.	CONVENTION LIST UPDATE/STATISTICS			
		- Update 2 conv lists	Ongoing	AP
		- Compile & maintain info on conventions booked	weekly	DK
		- track # of delegates/spectators	Ongoing	DK
		- Econ Impact after Convention	Ongoing	DK
		- Econ Impact prior Convention being held for sourcing grants	Ongoing	DK
8.	ARTICLES LOCAL PUBLICATIONS	- Media Listing etc.	TBD	INFO PERSON

TOURISM WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer	complete	AB
		- Travel Trade		
		Sell Concept to Partners	complete	AB
		Design Visual Program		
		- Letterhead		
		- Postcards	complete	AB
		- Brochures		
		Invoice Partners	Complete	AB
		Brochure Distribution	Complete	AB/NS/JHC
		Design Ads for Newspaper, Radio	Apr 08	AB
		Newspaper, Radio	May 24-31	AB
			Jun 06-28	AB
			Jul 04-26	AB
			Aug 01-22	AB
		Economic Impact Study		
		- terms of reference	Apr 05	AB
		- bids	Apr 30	AB
		- start of study	Jun 05	AB
	TATTOO	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Jul 05	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Apr 01	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Apr 15	AB
		Security & Emergency Procedures	Complete	AB
		Parking	Apr 01	AB
		Concessions	Apr 01	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Apr 30	AB
		Programmes	May 15	AB
		Accommodations	Apr 15	AB
		Signage	Apr 15	AB
		Warehousing	Apr 15	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB
		HOSPITALITY		
		Ceremonies & Protocol	Apr 30	AB
		Spectator & Performer Services	Apr 15	AB
		Entertainment	Apr 15	AB
		Awards & Gifts	Apr 15	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public Relations	On-going	AB
Sponsorship	Complete	AB
Promotions	On-going	AB
Social Service Organizations	n/a	AB
Logos, Graphics & Design Program	Complete	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
	AQUAFEST	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure	Complete	AB
		Bids, Proposals & Applications	Complete	AB
		Volunteers & Personnel	May 01	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Apr 30	AB
		Wrap-up & Evaluation	Aug 30	AB
		OPERATIONS		
		Medical Services	May 01	AB
		Communications	May 01	AB
		Box Office/Tkt Operations	May 30	AB
		Facilities & Equipment	Apr 30	AB
		Security & Emergency/Proceed	Apr 30	AB
		Parking	Apr 30	AB
		Concessions	Apr 30	AB
		Food Services		
		Refuse/Sanitation	Apr 30	AB
		Transportation	Apr 30	AB
		Programmes	Jun 10	AB
		Accommodations	May 15	AB
		Signage	May 15	AB
		Warehousing	Apr 15	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Apr 30	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		HOSPITALITY		
		Ceremonies & Protocol-	Apr 30	AB
		Spectator & Performer Services	Apr 30	AB
		Entertainment	Apr 30	AB
		Awards & Gifts	Apr 30	AB
		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	Complete	AB
		Promotions	On-going	AB
		Social Service Organizations	Apr 30	AB
		Logos, Graphics & Design Program	Apr 30	AB
		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	Apr 30	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	Apr 30	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
2.	MEDIA PROGRAM	- Media Plan	Complete	Joe
		- discuss with OK&D ad for OMCTR "Theatre in Ont"	May	JF
		- discuss with OK&D, ad for OMCA's review Magazine	Jul	JF
3.	BROCHURE DEVELOPMENT	- Updates	Complete	Joe
		Festival & Events Brochure & Ad	TBA	AB/JF
		- dining guide revisions/print	Apr 30	JHC
		- accommod. guide revision	Sep 30	JHC
4.	VIDEO UPDATE			
		- Completion Date	Apr 30	JF/AB
5.	SCHED SALES BLITZ	**Toronto promotion**	Jun 2	JF
		- plan & execute		
		- Committee established	Complete	JF
		Michigan promotion	Jul 19-23	JF
		- plan & execute		
		- Committee established	Complete	JF
		- Funding to be explored	Ongoing	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
6.	FAM TOURS	- Initiate contact with **OMCTR** re. overseas fams to Southern Ont.	end of '93	JF
		Love's Fam (Greensburg, PA) Festival Country - organizer	Apr 13-16	JF
		Celebrate - to be planned for summer months	July	JF
		Prospect Ont. - pre & post - Festival Country - organizer - Optional fam tour for buyers	Apr 13-16	JF
		Peter Pan - Springfield, MA. - 3 Regions - organizer (Hamilton, K-W & London)	Jul 6-7	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
7.		MARKKETPLACES/TRADESHOWS		
		- Spotlight Canada in Rochester and Buffalo, New York	Complete	JHC
		- London Free Press Show	Complete	JHC
		- Sport Summit	Complete	Joe
		- TIAC	Complete	Joe/AB
		-Theatre in Ont. Mktplace, T.O.	Complete	JF
		-New Engl. Tradeshow, Boston	Complete	JF
		-Travel Expo, Catskills, NY	Complete	JF
		-Cleveland Plain Dealer Show	Complete	JF
		-Cleveland Sports Show	Complete	NS
		-Pittsburgh Consulate Show	Complete	JF
		-Prospect Ontario, Toronto	Apr 13-16	JF
		-National Tour Assn. Birmingham, Alabama	Apr 21-25	JF
		-Rendezvous Canada Winnipeg, Manitoba	May 15-19	JF
		-Erie County Fair Hamburg, NY	Aug 20-23	JF
		-Spectator Travel Show Hamilton	Sep	JF/JHC
		-Great Day Tours Cleveland, Ohio	Oct 01	JF
		-Bievnenue Quebec Montreal	Oct 18-20	JF
		-National Tour Assn Atlantic City, NJ	Nov 12-15	Joe
		-Ontario Motorcoach Assn Hamilton	Nov 01-04	ALL
		-American Bus Assn Montreal	Dec 02-08	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES				
1.	INFO CENTRES	- order Ministry publications for the summer season for TIC's	Mar 31	JHC
		- design appropriate recording chart(s) for statistics	Apr 30	JHC
		- make preparations for opening Fifty Road T.I.C. May 1	Apr 26	JHC
		- make preparations for opening RBG and ALS T.I.C. for Jun 5	May 28	JHC
		- research the potential for selling merchandise at the T.I.C's, prepare report	Dec 20	JHC/AB
		- needs assessment survey for selling merchandise	Sep 30	JHC
		- operating of Downtown Centre	ongoing	JHC
		- report visitor inquiry stats	ongoing	JHC
		- answering of inquiries	ongoing	JHC
	Souvenirs	Develop report on feasibility of souvenir sales at the TIC's	Dec 15	AB/JHC
2.	STEP ON GUIDE PROGRAM	- to design city tour & formally train/certify 5-8 tour guides	end of '93	JF/JHC
3.	LADY HAMILTONS	- attend Lady Hamilton Executive meetings, 1st Tue afternoon each month	onging	JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	STUDENTS/CEIC	CEIC Application - design program, - quotes from teachers & supplier	Complete	AB
		CEIC Hiring	Apr 15	AB
		CEIC Program	TBA	AB
		CEIC Finish	Oct 30	AB
		Summer Student Application	Complete	AB/JHC
		Summer Student Hiring	May 01	AB/JHC
		Summer Student Start Date	May 01/Jun 01	AB/JHC
		Summer Student Finishing	Sep 10	AB/JHC
		- interview and hire staff for Fifty Road TIC	Apr 30	JHC
		- prepare work schedule for Fifty Road Info Centre for May	Apr 30	JHC
		- interview summer students	May 17	JHC
		- prepare Jun training for summer Travel Counsellors	May 28	JHC
		- direct, monitor & evaluate high school co-op student from Hill Park	Jun 30	JHC
		- run training for summer staff	Jun 5	JHC
5.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country and CTM	May 31	JHC
		- distribute Celebrate'93 broch.	May 31	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- delivery & mailings of brochure requests	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
6.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
7.	STATISTICAL RECORDING & ANALYSIS	-develop New Statistical form	Complete	AB/NS
		-Inform industry on changes to recording format & why	Complete	AB
		-monitor industry for return of information	Monthly	AB
		-Compile monthly statistics	Monthly	
		• general attendance - attractions		
		• general attendance - major festivals		
		• general attendance - entertainment		
		• motorcoach tours - individual destinations		
		• motorcoach tours - a) room nights b) day trips		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		
		• No. of employees		
		-Develop recording & tracking system for tour operators	May 01	AB
		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS				
1.	AWARENESS WEEK	Tourism Awareness Week - Establish Committee to plan & execute week-long events	May 31-Jun 06	JF/AB
2.	MEDIA	Tourism Awareness Week Compile event info & forward to OKD for design work		AB
3.	EVENT LINE	Compile Monthly Event Information	Monthly	AB
		Deliver to Spec-Tel	Monthly	AB
		Monitor line	On-going	AB
		Compile Spec-tel Statistics	Monthly	AB
4.	EVENT BROCHURE	Contact industry for event information	Complete	AB
		Compile information	Mar - Apr	AB
		Desk-top publication	May 15	AB
		Print Publication	May 30	AB
		Distribute publication	June 15	AB/JHC
		Contact industry for event information	Sep 05	AB
		Compile information	Oct - Nov	AB
		Desk-top publication	Nov 15	AB
		Print Publication	Nov 30	AB
		Distribute publication	Dec 15	AB/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Presentation to Airshow Board	Complete	AB
		-Tourism Update Committee	Monthly	AB/JF
		-Presentation to Kinsman	Complete	AB
		-World Univerity Games Cmte	Complete	AB
		-Presentation to Kinsman	Complete	AB
		-GH Vacationland & Committee	Complete	AB
		-Business Clinics Dev. Cmte - Hamiton Foundation	Complete	AB
		-Antique Auto Sprints Cmte	Complete	AB
		-Glanbrook Archives Committee	Monthly	AB
		-CPRA - Hamilton Association	Monthly	AB
		-Tourism Ad Cmte Mohawk College	Complete	AB
		-Chamber of Commerce Tourism & Hospitality Committee - meets at call of Chair	ongoing	JF
		-OMCA Planning Committee. (Established Local Committee) - to plan events, etc for conventions in Hamilton to:	Ongoing Nov 04	JF/DK JF/DK
		Presentation- Local High Schools Tourism Classes, - as requested	Ongoing	JF
6.	SKYLINE (tourism)	- 2nd of quarterly issue		CK
		- Follow-up with story ideas		CK
		- articles (on disk) TO DIANNA	May 12	CK
		- Assist in proofing articles		CK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
FOREIGN MARKET				
1.	Japan	Marketplace	to be determined	JF/Joe/AB
2.	England	Sales/Marketplace	" " "	JF/Joe/AB
3.	Germany	Sales/Co-op	" " "	JF/Joe/AB

3.3

REGION OF HAMILTON-WENTWORTH

- RECOMMENDATION -

DATE: 1993 April 05
File No. DT-34-93 / **Author:** H. Solomon

REPORT TO: Chairman and Members
Transportation Services Committee

FROM: Mr. E. M. Gill
Senior Director of Roads

SUBJECT:

Queen Elizabeth Highway Roadway Signing. [DT-34-93 / RDS-93-115]

RECOMMENDATION:

That the Regional Clerk be directed to advise the Minister of Transportation of Ontario that the Regional Council endorses and supports the following signing changes on the Queen Elizabeth Way:

a) That, for northbound (Toronto-bound) Q.E.W. traffic approaching Stoney Creek, drivers be advised to access Downtown Hamilton via Highway 403; and,

b) That, for northbound (Toronto-bound) Q.E.W. traffic approaching the Centennial Parkway and Burlington Street interchanges, the word "Hamilton" be added to the exit signs; and,

c) That, for southbound (Niagara-bound) Q.E.W. traffic approaching the Burlington Street interchange, the word "Hamilton" be added to the exit signing; and,

d) That, for westbound (heading from Toronto to Hamilton or Niagara) Q.E.W. traffic approaching the Freeman Interchange (the "Junction"), a new sign be installed directing traffic to Downtown Hamilton via Highway 403 and to East Hamilton via the Q.E.W.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

These signs will be erected at the expense of the Ministry of Transportation, Ontario.

Chairman and Members
Transportation Services Committee

Murray F. Main, P. Eng.
Director of Traffic Services

E. M. Gill, P. Eng.

BACKGROUND:

Regional Council, on 1986 September 2, approved a Transportation Services Committee report requesting the Ministry of Transportation, Ontario to consider changes to the signing on the Q.E.W. and Highway 403 for exits to Hamilton and Hamilton-Wentworth.

Since that time there has been an ongoing dialogue between the Region and the Ministry of Transportation, both at the level of elected officials, including the personal involvement of Mayor Morrow, and at the staff level. The Ministry of Transportation has prepared a proposal which substantially concurs with the request of the Region. The timing of the changes to the signing is appropriate as much of the signing in the area in question must be replaced in 1993 due to roadway reconstruction.

Following are details of the Region's requests and the Ministry's responses.

A. Directions to Hamilton Downtown on Q.E.W. near Stoney Creek

The Region requested that the present sign reading "Hamilton Downtown Follow Burlington Street" be replaced with an appropriate sign reading "Hamilton Downtown Follow Q.E.W. to Highway 403". The Ministry is prepared to concur with this request and revise this sign.

B. Revision to Burlington Street and Centennial Parkway Exit Signing

The Region asked that Burlington Street exit signs in both the northbound and the southbound direction be identified as "Industrial Area" and Centennial Parkway exits be identified as "East Hamilton". The Ministry has indicated that the signing of industrial areas or other features as residential subdivisions or commercial developments is not possible. They have indicated that to undertake such signing would be a serious departure from their current signing practices and are concerned that such change would have a significant adverse impact on their ability to maintain clear and concise signing

for motorists.

At present these exit signs simply identify the street name of the exit ramp. The Ministry is prepared to add the word "Hamilton" to Burlington Street and Centennial Parkway in the northbound direction and to Burlington Street in the southbound direction. The Centennial Parkway exit sign in the southbound direction presently identifies Stoney Creek and would remain unchanged.

While the Ministry proposal does not provide the level of detail requested by the Region their policy is understandable under the circumstances. Addition of the word "Hamilton" to the exit signing would heighten the visibility of Hamilton to motorists on the Q.E.W. For this reason, it is recommended that this change be endorsed.

C. Revision of Highway 403 Signing to for Hamilton Downtown

The Region requested that Highway 403 signing indicate both York Boulevard and Main Street as exits for Hamilton Downtown. The Ministry is not prepared to revise the Highway 403 signing to concur with this request. The Ministry has indicated that the signing of multiple downtown exits for traffic travelling in the same direction is not of benefit to the motoring public and may in fact be confusing. The Ministry has offered to alter which exit is officially signed as the downtown exit if the Region so requests. The present signing designates York Boulevard as the exit for Downtown Hamilton in the southbound (Brantford-bound) direction, and Main Street as the exit in the northbound (Toronto-bound) direction. It is recommended that the existing signing remain unchanged.

D. Q.E.W./Highway 403 Junction Signing for Hamilton East and Industrial Area

The Region requested the Ministry erect a sign on the Q.E.W. at the junction of Highway 403 which indicates "Hamilton East and Industrial Area". The Ministry is prepared to erect a sign with symbolized arrows showing that "Hamilton Downtown" traffic should take Highway 403 and "Hamilton East" traffic should take the Q.E.W. in the Niagara direction. As noted in the above discussion, the Ministry is not prepared to add the words "Industrial Area" to the sign, so the sign will simply say "East Hamilton".

Chairman and Members
Transportation Services Committee

The changes proposed by the Ministry should be implemented later in 1993, subject to the approval of the Region. As the changes proposed do not contradict the Region's request, although not totally fulfilling them, it is recommended that the Ministry initiative be endorsed as proposed.

HLS/ca

3.4

January 20, 1993

REGIONAL MUNICIPALITY OF WATERLOO
OFF ROAD SERVICES AND FACILITIES SIGNING POLICY

GENERAL

Off road services and facilities signs are signs which inform the motorist of services, recreational facilities, tourist attractions, scenic points and such other services/facilities as may be essential or of interest to the driving public. The purpose of this policy is to define the use, design and installation criteria for such signs and to preserve the existing and future signage used for the safety, control and direction to the driving public.

A tourist attraction is defined as an establishment with the primary function of satisfying tourist needs by providing recreational, educational, cultural, scientific, environmental or entertainment related activities; and where the sale of merchandise or services is absent or restricted to the sale of souvenirs and/or food and beverage commodities located on the premises.

Excluded from this policy are: hotels, motels, restaurants, shopping centres, factory outlets; bars, lounges, night clubs, and other similar establishments; recreational and entertainment establishments commonly found in or near most urban areas (e.g. - bowling alleys, cinemas, beaches, sports fields, local zoos, churches, schools, etc.); establishments providing display facilities or guided tours through their facilities to promote and advertise products or services. Where applicable the Region will install and maintain the appropriate signs as permitted in the Manual of Uniform Traffic Control Devices For the Province of Ontario (M.U.T.C.D.).

This policy only applies to signs installed within the Regional Road right-of-way. All other signage requests will be subject to the appropriate Area Municipalities signing by-laws/policies.

USE

1. Permanent Directional Signs

   Directional signs for local interest sites will not be permitted on Regional Roads. For the purpose of this policy only signage to those facilities listed in Schedule 'A' attached will be permitted.

   In order to qualify for signage under this policy all of the following criteria must be satisfied:

a) An all-weather road/access must exist from the Regional Road to the service/facility;

b) The service/facility signs must not detract or interfere with other traffic control devices; and

c) For those services/facilities operated by private sector, for profit organizations (e.g. Bingeman's, Sportsworld, etc.), the applicant will be responsible for all costs associated with the manufacture, installation, and maintenance, including replacement, of the signs.

2. Temporary Information/Directional Signs

Temporary information signs will not be permitted on Regional Roads unless they are for a community wide event (eg. - K-W Oktoberfest, Elmira Maple Syrup Festival, Wellesley Apple Butter and Cheese Festival, etc.). The design of these signs, including the method of installation, must be approved by the Manager of Traffic Services or designate prior to installation. The applicant will be responsible for all costs associated with the manufacture, installation and maintenance, including replacement of the signs.

3. Community Services Signs

In conjunction with the installation of municipality signs (G-6) and hamlet signs (G-8) as described in the M.U.T.C.D. the Region will install Community Services signs under the following guidelines:

a) Participation in this program is limited to those communities which satisfy all of the following criteria:

i) the community limits cross a Regional Road
ii) have a local name; and
iii) have available at least two basic services (ie. - gas, food, or lodging)

b) This sign shall be used to inform the motorist entering the community of the name and population (where applicable) of the community whose limits cross the Regional Road. The sign shall also inform the motorist of the various services/facilities which are available in the community.

c) All existing advance signing to individual facilities will be removed and included in the Community Service signs. Directional signing shall be provided as described above.

d) There shall be a maximum of eight symbols per sign, all of which must be contained in Schedule 'A'.

e) The municipality and hamlet signs shall have a blue background with a white legend and border and shall be reflectorized or illuminated to show the same colour and shape by night as by day. The services/facilities signs shall have a brown background with a white legend or symbol and border and shall be reflectorized or illuminated to show the same colour and shape by night as by day, unless otherwise described in the M.U.T.C.D.

DESIGN

Off road services or facilities signs shall convey their message by the appropriate legend or symbol, colour and shape. All shall have a brown background with a white legend or symbol and border and shall be reflectorized or illuminated to show the same colour and shape by night as by day, unless otherwise described in the M.U.T.C.D. However, at the discretion of Regional Staff a different colour scheme may be allowed. Where applicable, a tab sign indicating the name of the service/facility may be installed.

The sign size and design shall be determined by Traffic Services Staff of the Regional Municipality of Waterloo.

INSTALLATION CRITERIA

1. All signs on Regional Roads shall be approved, supplied, installed and maintained by Regional Staff. Where signs are to be installed on both Regional and Area Municipality roads arrangements shall be made between the involved jurisdictions to ensure that only one of the jurisdictions is manufacturing the appropriate signs.

2. Signing will normally be limited to the adjacent Regional Road. However, advance signs may be installed at an appropriate location on the closest intersecting Regional Road for those facilities/services not located on a Regional Road. Such signs may be installed on Regional Roads not further than 1 kilometre from the access to the service/facility or the closest intersecting road.

3. One directional sign will be permitted in each direction on the adjacent Regional Road, or on the closest Regional Road. The Area Municipality will be responsible for all signage on roads under their jurisdiction and control.

4. Major attractions may be permitted more extensive signing at their own expense. Major attractions are those which attract more than 30,000 visitors per year.

5. Existing signs that do not meet this policy will be removed when maintenance is required. Owners of these signs will be contacted prior to removal. All existing signs for churches in place on Regional Roads as of January 20, 1993 shall be retained and maintained as required.

6. If a facility qualifies under this policy for the provision of signing, but it is observed by Regional Traffic Services Staff that there are existing operational problems created by the facility, the applicant will be responsible to correct, at their cost, such problems as a condition of the sign(s) installation. The observed operational problems shall be items such as, but not limited to the following:

   - Access Improvements - throat width
     - radius
   - Relocation of Access
   - Reduction In The Number of Access Points
   - Provision of Parking Prohibition on the Adjacent Roadway(s)

7. Requests to sign services and facilities in accordance with this policy shall be submitted to the Manager of Traffic Services for consideration/approval. Details as to the design, location, number, etc. of signs requested should be included with the written request.

OFF ROAD SERVICES AND FACILITIES SIGNING POLICY

SCHEDULE 'A' January 20, 1993

This schedule identifies those off road services and facilities to which this policy applies. Where applicable the appropriate sign number as identified in the M.U.T.C.D. has been noted. For those off road services and facilities not included in the M.U.T.C.D. Regional Staff will develop a standard information sign to enhance motorist recognition and use of these signs.

Service/Facility	M.U.T.C.D. Sign Number
Hospital	M-22
Police	
Airports	M-130
Campground	M-32
Trailer Court	M-32
Picnic Area	G-21
Museums/Art Galleries (operated by non-profit organizations)	
Tourist/Information	M-134
Scenic Lookout	G-47A
Boat Launch	G-47B
Skiing	
Conservation Area	M-33
Garbage Disposal/Recycling/Transfer Station (Publicly Operated)	
Historic Sites	
Golf Course (Open to Public)	
Farmers Markets (Over 10,000 Square Feet in Area)	
Live Theatres	
Hiking Trails	
Major Tourist Attractions (30,000 visitors per year)	
Universities/Community Colleges	
Arena/Community Centres	
Raceways	
Public Telephone	
Fishing	
Parking (Publicly operated)	
Churchill Park (City of Cambridge)	
Riverside Park (City of Cambridge)	
Victoria Park (City of Kitchener)	
Waterloo Park (City of Waterloo)	

Any other applicable information signs included in the M.U.T.C.D. (as revised).

REGIONAL MUNICIPALITY OF WATERLOO

PUBLIC INFORMATION CENTRE

OFF ROAD SERVICES & FACILITIES SIGNING POLICY

INFORMATION PACKAGE

REGIONAL MUNICIPALITY OF WATERLOO

OFF ROAD SERVICES AND FACILITIES SIGNING POLICY

PUBLIC INFORMATION CENTRE

INFORMATION PACKAGE

1. INTRODUCTION & POLICY BACKGROUND

In July 1992, Regional Engineering Committee reviewed the proposed Off Road Services and Facilities Signing Policy. Committee felt that the public should be made aware of the proposed policy. It was decided that a public meeting should be held in order to receive input prior to making a decision on the policy.

In May 1991, Engineering Committee directed staff to obtain input from area tourist bureaus and associations for a proposed off road services and facilities signing policy being developed by Regional staff.

A committee was established with the following agencies being represented:

Kitchener Chamber of Commerce
Cambridge Visitor and Convention Bureau
Waterloo Chamber of Commerce
Kitchener-Waterloo Area Visitor and Convention Bureau
Elmira/Woolwich Chamber of Commerce
Festival Country Travel Association
Ministry of Tourism and Recreation

As well, Councillor Fred Kent and staff from the Region's Traffic Services Section sat on the committee.

Input was also obtained from the Cities of Kitchener, Waterloo and Cambridge as well as the Townships of Woolwich, Wellesley, Wilmot and North Dumfries.

2. PURPOSE OF THE POLICY

Off road services and facilities signing informs the motorist of services, recreational facilities, tourist attractions, scenic points and other services/facilities that may be essential or of interest to the driving public.

The purpose of the policy is to define the use, design and installation criteria for signing off road services and facilities on the Regional Road system. Existing signs that conform to the policy will be preserved and future signage will be controlled to avoid sign clutter and proliferation. It is the intent of the policy to provide safe and adequate direction to the driving public.

continued P2

The policy has been designed to sign for specific sites as opposed to general areas or districts. The policy only applies to signs installed within the Regional Road right-of-way. All other signage requests will be subject to the appropriate Area Municipalities signing by-laws/policies.

Existing signs which do not meet the criteria outlined in the policy will be removed when maintenance is required. Owners of these signs will be contacted prior to removal.

For the purpose of this policy, a tourist attraction has been defined as an establishment with the primary function of satisfying tourist needs by providing activities that fall into one or more of the following categories:

- recreational
- educational
- cultural
- scientific
- environmental
- entertainment

and, where the sale of merchandise or services is absent or restricted to the sale of souvenirs and/or food and beverages located on the premises.

Reference is made in the policy to 'public-operated' facilities. Although not defined, the intent of the policy is that 'public-operated' refers to non-profit facilities.

3. EXCLUSIONS FROM THE POLICY

Committee members agree to exclude the following from the policy:

- hotels, motels
- restaurants
- churches
- shopping centres, factory outlets
- bars, lounges, night clubs, etc.
- recreational and entertainment facilities normally found in urban areas: bowling alleys, cinemas, sports fields, etc.
- establishments promoting and advertising products or services

This policy does not address the issue of Service Club signs or sign tabs on the Regional Municipality of Waterloo entrance signs.

continued P3

4. TYPES OF SIGNS ALLOWED

The policy has been divided into three main sign types:

A) Permanent Directional Signs

Permanent directional signs will be allowed to facilities listed in Schedule A of the policy. Some of these signs are identified in the Ontario Manual of Uniform Traffic Control Devices (M.U.T.C.D.) but there are some signs not currently provided for.

Examples of signs for facilities identified in the M.U.T.C.D. are:

- hospitals, airports, campgrounds, picnic areas

Examples of new signs that the committee recommended be added to Schedule A but require designs are:

- museums, art galleries, historic sites, farmers markets
- live theatres, hiking trails, parking lots, police stations

Because of the unique nature of some of the new signs, input from those facilities will be obtained to assist staff in the design stages.

The following facilities must meet criteria to be eligible for signing:

- major tourist attractions (over 30,000 visitors per year)
- farmers markets (over 10,000 square feet in area)
- arena/community centres (seating capacity over 3500)
- public golf courses
- publicly operated recycling centres

B) Temporary Information/Directional Signs

Temporary information signs will be allowed for community wide events such as:

- Elmira Maple Syrup Festival
- K-W Oktoberfest
- Wellesley Apple Butter & Cheese Festival
- Mennonite Relief Sale

continued P4

C) Community Services Sign

The Community Services sign is a new sign that incorporates the municipality/hamlet sign with services found in the community. The community must have available at least two basic services (two of gas, food or lodging) to qualify for this sign. A maximum of eight (8) symbols will be allowed, all of which must be services or facilities listed in Schedule A.

5. SIGN DESIGN & INSTALLATION

Off road services or facilities signs shall have a brown background with a white legend or symbol unless otherwise determined. Where applicable, a tab sign indicating the name of the service/facility may be installed.

All signs on Regional Roads must be approved, supplied, installed and maintained by Regional staff. The Region will be financially responsible for these signs except for signs directing motorists to major tourist attractions and temporary community wide events.

Directional signs (one for each direction) will be permitted on the adjacent Regional Road and advance signs will be permitted within one (1) kilometre of the facility or closest intersecting road. Area municipalities will be responsible for signing on roads under their jurisdiction.

Major attractions may be permitted more extensive signing at their own expense.

All requests for service/facility signing should be addressed to:

Mr. Dave Banks, P. Eng.
Manager, Traffic Services
Regional Municipality of Waterloo
11th Floor, Marsland Centre
20 Erb Street West
Waterloo, Ontario
N2J 4G7

6. OPPORTUNITY TO COMMENT

All interested organizations or individuals are invited to comment on the proposed policy using the attached comment sheet. A Public Meeting is scheduled for Wednesday, October 21, 1992 at 7:00 p.m. in Committee Room 'B', 4th Floor, Marsland Centre, 20 Erb Street West, Waterloo. Please return any comments by October 30, 1992.

/bg

3.5

1991 ACCOMMODATION IMPACT STUDY

REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Ministry of Tourism and Recreation,
Tourism and Convention Services
Economic Development Dept. Greater Hamilton

INTRODUCTION

This accommodation impact study was a joint initiative of the Ministry of Tourism and Recreation and Tourism and Convention Services, Business Development Department, Regional Municipality of Hamilton-Wentworth. It was undertaken during the summer of 1992 in order to provide a basis for measuring direct expenditure and performance of the accommodation sector in the area.

In general, the strategic value of tourism is not totally recognized. As Ontario's fifth leading export industry, it employs 5.5 percent of the provincial labour force and distributes strong economic impacts to high value-added sectors.

In 1990, Ontario tourism generated $16.5 billion in direct tourist spending. The largest share of revenues were from Ontario residents (77%), followed by U.S. visitors (11%), overseas travellers (7%) and visitors from other provinces (5%). Ontario accounts for the largest share (34.6%) of national tourism receipts, followed by Quebec (17.7%).

OBJECTIVES

- To measure direct expenditure on overnight accommodation for the Regional Municipality of Hamilton-Wentworth.

- To determine the market segmentation of overnight guests.

- To determine the average occupancy and the average rate of properties within the region.

- To provide a continuing base of measurable data on the accommodation sector.

- To develop a research tool which can be used in the future in order to monitor the performance of the accommodation sector.

METHODOLOGY

Both the Accommodation Guide, produced annually by the Ontario Ministry of Tourism and Recreation and the Greater Hamilton Accommodation Guide were used as the basis for identifying hotel and motel properties to be included in this survey. A questionnaire (Exhibit 1) requesting information on 1991 performance was mailed to all properties. Establishments which did not respond by the deadline date were subsequently contacted by telephone for follow-up.

Sample:

The number of properties which responded to the questionnaire represents 86% of available rooms in the area.

RESULTS

Total guests in commercial accommodation	290,431
Total room sales	$18,730,883
Average occupancy	49%
Average room rate	$44.00
Weighted average length of stay for visitors in commercial accommodation	2.6 days

OVERNIGHT VISITORS BY MARKET SEGMENT

Market Segment	Weighted Average Percentage
Tourist	35%
Corporate	12%
Conventions	25%
Commercial	18%
Other	10%
TOTAL	100%

OVERNIGHT VISITORS BY MARKET ORIGIN

Market Origin	Weighted Average Percentage
Ontario	56%
U.S.	19%
Other Canada	13%
Quebec	7%
International	5%
	100%

ESTIMATED ROOM EXPENDITURES OVERNIGHT VISITORS

Market Segment	Weighted Average Percentage	Estimated Room Expenditure *
Tourist	35%	$6,555,809
Corporate	12%	$2,247,706
Conventions	25%	$4,682,721
Commercial	18%	$3,371,559
Other	10%	$1,873,088
TOTAL	100%	$18,730,883

* **Assuming expenditure patterns are proportionate to market segments.**

Market Origin	Weighted Average Percentage	Estimated Room Expenditure *
Ontario	56%	$10,489,294
U.S.	19%	$3,558,868
Other Canada	13%	$2,435,015
Quebec	7%	$1,311,162
International	5%	$936,544
TOTAL	100%	$18,730,883

* **Assuming expenditure patterns are proportionate to geographic markets.**

Based upon the results of this survey, the accommodation sector contributed approximately $18.7 million in direct room revenue to the Regional Municipality of Hamilton-Wentworth in 1991. In terms of overall tourism spending, this figure does not take into account the amount of money spent by day trip visitors or expenditures by visitors in other related business sectors (ie. food & beverage, retail, recreation and entertainment).

Exhibit VI illustrates the breakdown of visitor expenditures for the Festival Country travel region. In 1989, the Ontario Ministry of Tourism and Recreation estimated that spending on accommodation accounted for approximately 15% of total visitor spending in Festival Country. Similarly exhibit VII illustrates 1989 visitor spending patterns for the province.

LIST OF EXHIBITS

Exhibit I	Questionnaire
Exhibit II	Overnight Visitors by Market Segment
Exhibit III	Overnight Visitors by Market Origin
Exhibit IV	Estimated Room Expenditure by Market Segment
Exhibit V	Estimated Room Expenditure by Market Origin
Exhibit VI	1989 Visitor Expenditure Breakdown - Festival Country travel region
Exhibit VII	1989 Visitor Expenditure Breakdown - Province of Ontario

TOURISM IMPACT STUDY - 1991

Business Name: _____

Contact Name: _____

The following questions, **pertaining to the 1991 fiscal year**, will help determine direct expenditures and market segmentation for accommodation properties in your community. Each participant will receive a report which will allow you to compare your property to others of a similar size in your community. All individual replies will be kept strictly confidential and surveys will be destroyed at the conclusion of this project.

1. Do you operate all year? Yes_____ No_____
   If you answered 'no' please indicate the number of days in your operating season. _____

2. What is the total number of rooms available for guests in your establishment? _____

3. What is the average length of stay of your guests at your property? _____ days

4. What is your average room rate? $_____

5. What is the average number of guests per room? _____

6. What was your annual occupancy for 1991? _____%

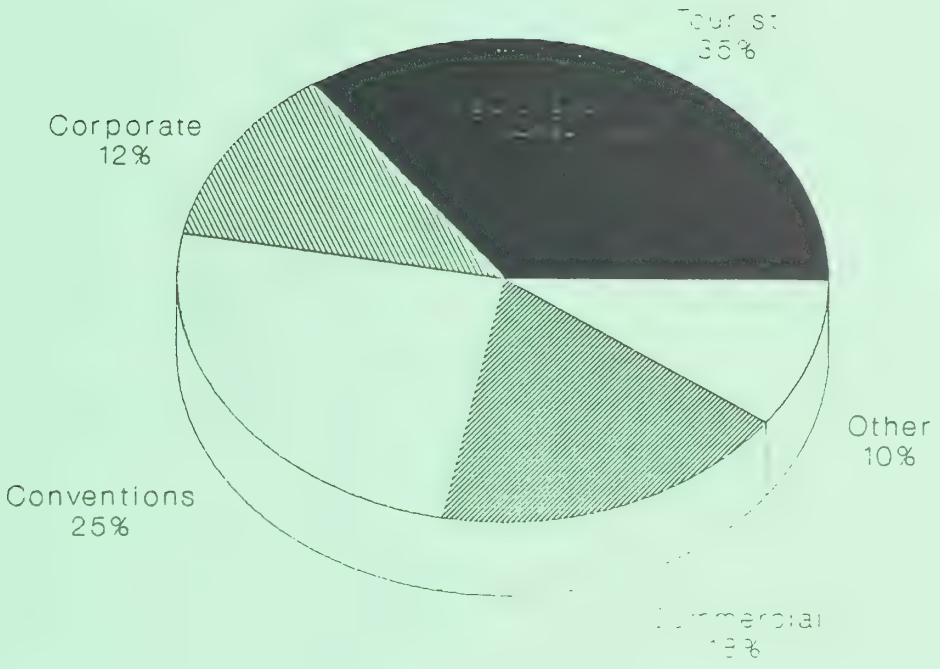
7. What percent of your business comes from each of the following market segments?

Tourist			
Individual/Families	____%		
Groups	____%		
Sports Teams	____%	Total Tourist	____%
Corporate Meeting			____%
Commercial (individual business travel)			____%
Convention	____%		
Other? (Please specify _____)			____%
TOTAL BUSINESS			100%

8. What percent of your business comes from each of the following areas?

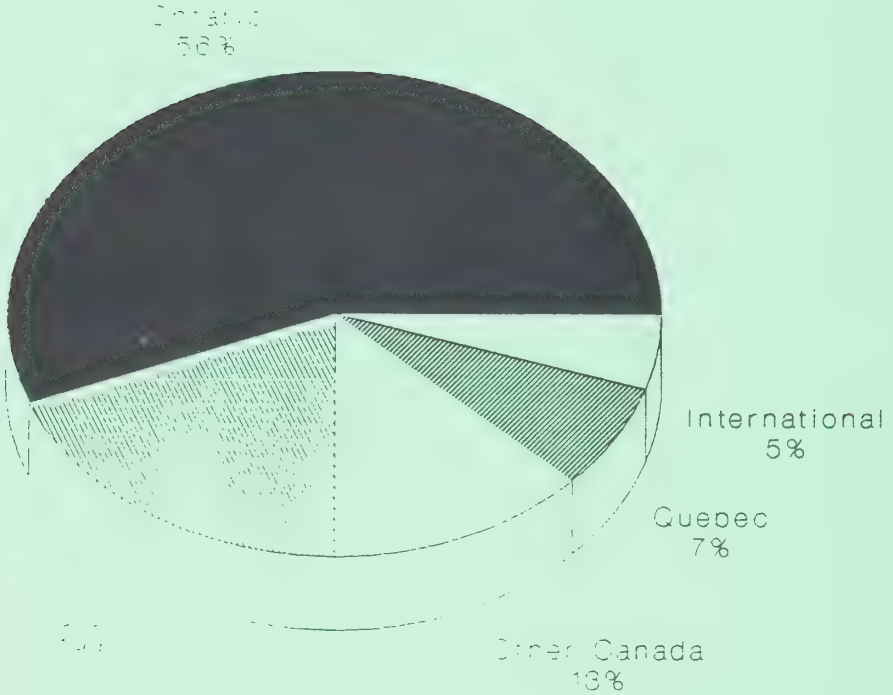
Ontario			
Metro Toronto	____%		
Southern Ontario	____%		
Other Ontario	____%	Total Ontario	____%
Quebec			____%
Other Canada			____%
United States			
Ohio	____%		
New York	____%		
Pennsylvania	____%		
Michigan	____%		
Other U.S.	____%	Total U.S.	____%
International			____%
TOTAL BUSINESS			100%

OVERNIGHT VISITORS
(By Market Segment)



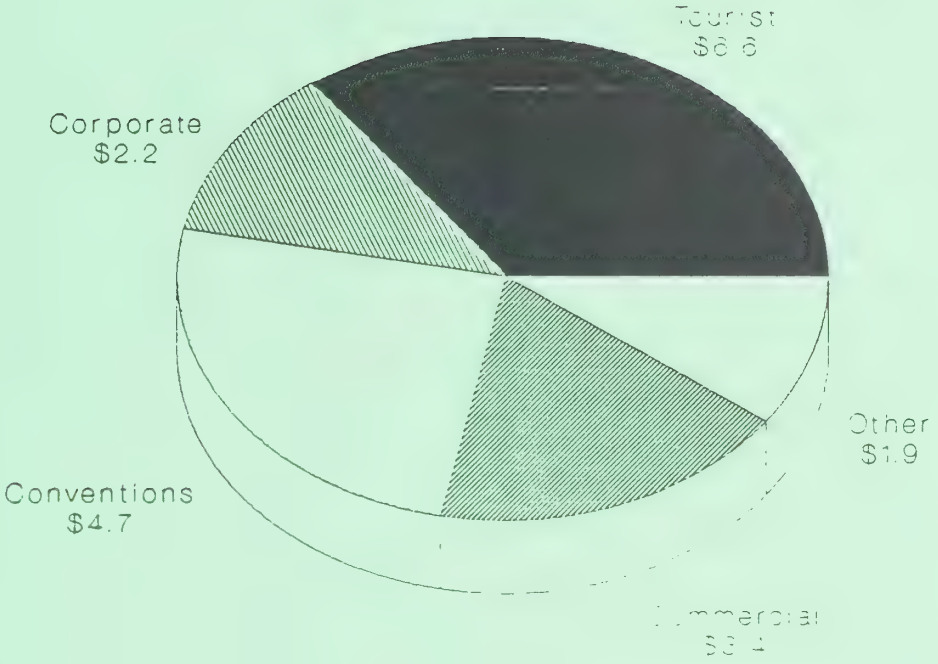
GREATER HAMILTON/MTR 1992

OVERNIGHT VISITORS
(By Market Origin)



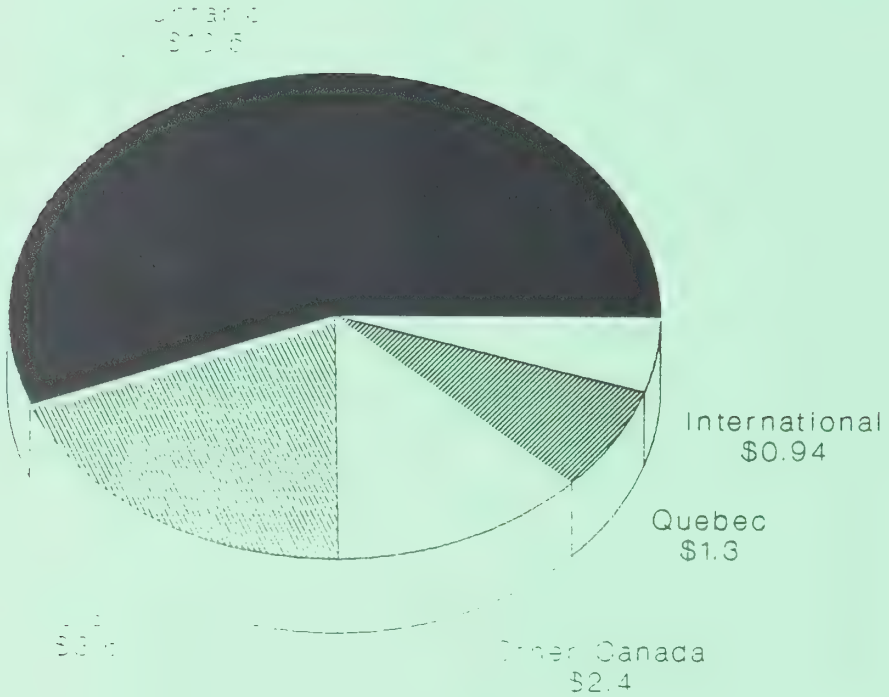
GREATER HAMILTON/MTR 1992

ESTIMATED ROOM EXPENDITURES
(In Millions of Dollars)



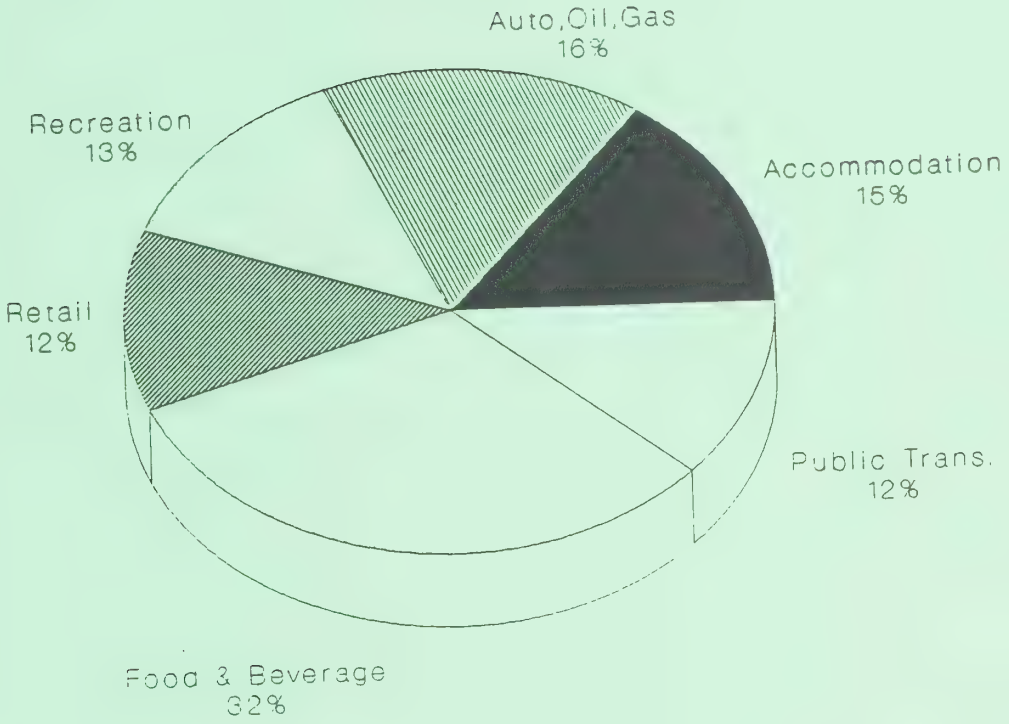
GREATER HAMILTON/MTR 1992

ESTIMATED ROOM EXPENDITURES
(In Millions of Dollars)



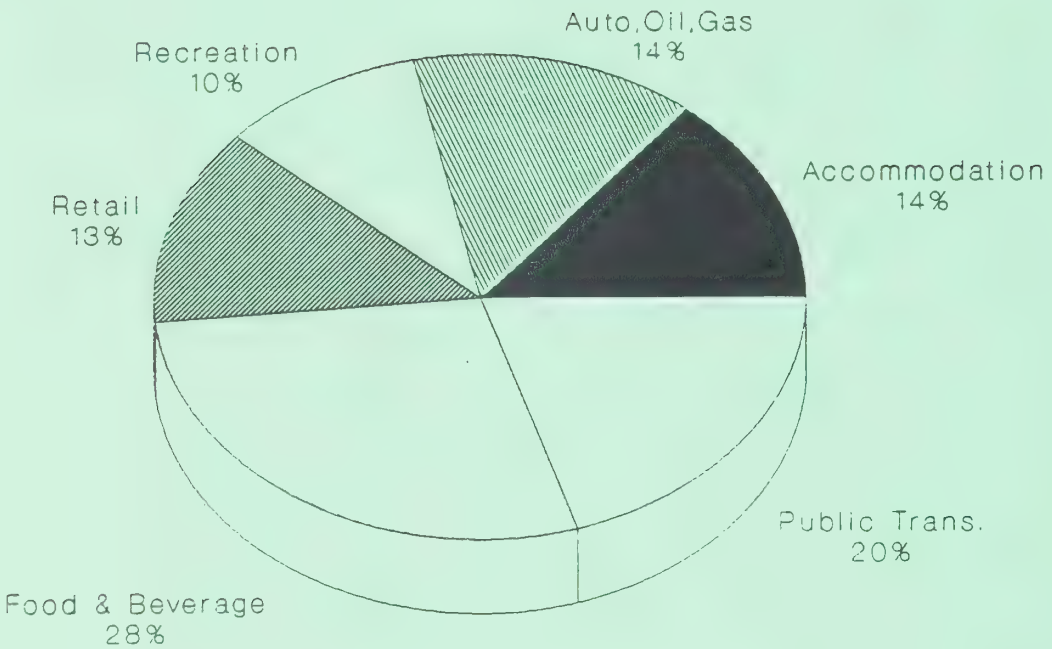
GREATER HAMILTON/MTR 1992

FESTIVAL COUNTRY
Visitor Expenditures - 1989



GREATER HAMILTON/MTR 1992

PROVINCE OF ONTARIO
Visitor Expenditures - 1989



GREATER HAMILTON/MTR 1992

URBAN/MUNICIPAL
CA3 ON HW Q79
A35
1993

TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

A G E N D A

DATE: Thursday, June 3, 1993

TIME: 12:00 o'clock Noon

PLACE: African Lion Safari

Committee Members: Please meet in the Office of the Clerk at 11:00 a.m. and transportation will be made available.

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1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act

b) **Minutes** of the May 6, 1993 meeting of the Tourism and Conventions Development Advisory Board.

c) Business arising from previous Minutes

2. For the information of the Board:

2.1 That the following items be received:

a) Fair Exchange System - U.S. Dollar Convertor, Royal Bank

b) Convention Work Plans '93 - Economic Development Department

c) Report from E.M. Gill, Senior Director of Road to the Transportation Services Committee respecting Queen Elizabeth Highway Roadway Signing

d) Regional Municipality of Waterloo - Pubic Information Centre - Off Road Services and Facilities Signing Policy

e) 1991 Accommodation Impact Study - Regional Municipality of Hamilton-Wentworth and Ministry of Tourism and Recreation

3. OTHER BUSINESS

Next meeting: Friday, July 2, 1993

Location: 15th Floor Committee Room
Regional Offices

4. ADJOURNMENT

16

MINUTES OF THE TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

The Tourism and Conventions Advisory Board met on Thursday, May 6, 1993 at 12:00 p.m., 15th Floor Committee Room, Regional Offices. There was No Quorum present 30 minutes after the appointment time. The Committee Secretary recorded the names of those present, and the meeting stood adjourned.

Present: D. Dailley, K. Gregg

Also Present: M. Gallagher, A. Bradford, S. Dembe

The following item was discussed informally:

2. DELEGATION

2.1 Steve Dembe, Manager, Licencing Division, City of Hamilton

The Committee discussed various aspects of the Taxi Industry. Included in the discussion were the following issues:

- **Regionalization of industry**

  Economics would probably not permit it. At the present time, drivers are making only minimum wage. There are various other competing industries - (i.e. Boards of Education, DARTS)

  Another concern is Regional infringement due to proximity of outlying municipalities. Especially on the bordering areas such as City of Stoney Creek.

- **Number of drivers**

  - The Cab Industry is one of the largest employers in the Community.
  - There are 1200 licensed drivers a year/325 Cabs, many are seasonal
  - 400-500 are professional drivers

- **Concerns:**

  - Drivers at the present time have a waiting period of one hour to 2 1/2 hours between trips.
  - Very controlled market
  - There are four or five people in the community controlling the excess plates, leases of plates, controlling at least 50% of fleet.
  - Independent operator is virtually non existent.
  - Cab drivers take their cabs home, and the cab company does not have much contact with their operators. Therefore, there is really no control over attire, cleanliness etc.
  - Need to restore pride in the industry

- **Training:**

  The Committee discussed avenues for improving level of service and having the drivers attain a better understanding of the hospitality industry.

  At present, Drivers take an annual two to three hour mini exam which is conducted by the Licensing Division. Drivers are required to obtain 70% to pass the exam.

  The Test is on familiarity of City Streets - There are 5 questions and Three of the Five questions must be answered correctly.

  In Toronto, there is a more comprehensive exam with additional courses. There needs to be a more extensive programme here.

  Character checks are made of all drivers.

- **Costs**

  - The cost for a cab is $70,000

    There is 1 cab for every 1400 persons in Mississauga, while there is a 1 to 976 ratio in Hamilton

  - There are Three Taxi Brokerages and independent owners pay a rental fee for the use of their dispatch.

- **Cab Fares**

  Some drivers in the industry feel that the Cab fares should be lowered to increase volumes or be provided the avenue to set their own rates.

  There is a thrust to make cabs more visible on the street because they are in competition with buses.

Those present agreed to have Steve Dembe attend a future meeting.

The meeting adjourned at 1:00 p.m.

Please Note:

The next meeting will be held on:

June 3, 1993 - 12:00 p.m.
African Lion Safari

_____
Chairman

_____
Secretary

2.12a

ROYAL BANK
BANQUE ROYALE

U.S. Dollar Convertor
Convertisseur de $ U.S.

Cdn $ Premium Prime $ Can	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%
$ 1.00 U.S.	1.10	1.11	1.12	1.13	1.14	1.15	1.16	1.17	1.18	1.19	1.20	1.21	1.22	1.23	1.24
$ 5.00 U.S.	5.50	5.55	5.60	5.65	5.70	5.75	5.80	5.85	5.90	5.95	6.00	6.05	6.10	6.15	6.20
$ 10.00 U.S.	11.00	11.10	11.20	11.30	11.40	11.50	11.60	11.70	11.80	11.90	12.00	12.10	12.20	12.30	12.40
$ 20.00 U.S.	22.00	22.20	22.40	22.60	22.80	23.00	23.20	23.40	23.60	23.80	24.00	24.20	24.40	24.60	24.80
$ 50.00 U.S.	55.00	55.50	56.00	56.50	57.00	57.50	58.00	58.50	59.00	59.50	60.00	60.50	61.00	61.50	62.00
$ 100.00 U.S.	110.00	111.00	112.00	113.00	114.00	115.00	116.00	117.00	118.00	119.00	120.00	121.00	122.00	123.00	124.00

Form - 27403 (8-88)

"Canada grows with tourism" / "Le tourisme, un atout pour le Canada"

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
PUBLIC AWARENESS				
1.	MEDIA	- Plan	Complete	Joe/EB
2.	PRESENTATIONS			
		- service groups	Mar 10	EB
		- charitable organizations & associations	Mar 26	EB
		- sports groups, local shopping centres		
3.	DIRECT SALES			
		- local hospitals, educational facilities	Mar 11	EB
		- associations	Mar 18	EB
		- service groups		
		- sports administrators	Mar 25	EB
		- join Ham Public Relations Society		
4.	AMBASSADOR AWARDS			
		- Determine new ideas 93/94 program	Apr 05	DK/NY
		- Finalize budget with Mgr Hospitality Partners	Apr 15	DK
		- Appoint Committee Members	Apr 30	DK
		- Prepare Ambassador List	May	DK
		- Location/date/menu/entertain theme/decor	Apr 30	DK
		- Invitations/Marketplace/Ambass Awards Order	Aug	DK
		- Follow up calls - qualify Amb	Jun-Sep	DK
		- Conclude follow up calls	Sep 15	DK
		- List of VIP Invitations	Sep 15	DK
		- MC/speaker/photographer	Jul-early Aug	DK
		- Print programme	Sep	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
PUBLIC AWARENESS continued...				
5.	SKYLINE (Conventions)			
		- 2nd of quarterly issue		
		- Follow-up with story ideas		
		- articles (on disk) TO DIANNA	May 12, 1993	CK
		- Assist in proofing articles		CK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients in Toronto area	Mar 24	EB
		- entertain possible repeat clients	Apr 01	EB
2.	RECEPTIONS			
		- Organize Ottawa Promo	Complete	EB
		- determine venue, theme partners & guests for **T.O. Promo**	Mar 30	EB
		- design invites, coordinate mailing list, menu, entertain. name badges, gifts	Apr 30	EB
		- RSVP coordination	Jun 01	EB
		- EVENT	Jun 15	EB
		- Follow up clients	Jun 25	EB
		- invoice partners	Jul 30	EB
		- determine venue, theme, date, partners & guests for **Ottawa Sports Promo**	Jul 30	EB
		- design invites, coordinate mail list, menu, entertain., name badges, gifts	Aug 30	EB
		- RSVP coordination	Sep 15	EB
		- EVENT	Oct 15	EB
		- follow up clients	Oct 25	EB
		- invoice partners	Nov 30	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
3.	FAM TOURS			
		Celebrate Fam		
		- determine angle of media piece & participating partners		EB
		- work with Janet re. invites	Apr 15	EB/JF
		- coordinate tkt selection, hotel accommodation	Apr 15	EB
		- RSVP coordination	Apr 30	EB
		- accompanying site inspect., follow up with clients & invoice partners	ongoing thru Aug 31	EB
		CCMA Fam		
		- determine coop partners design invitations, coordinate tkts & mailing list	Jul 30	EB/DK
		- coordinate RSVPs, hotel accommodation, accompanying site inspect.	Aug 30	EB
		- follow up client, invoice partners	Sep 30	EB
		Sinatra Fam		
		- determine coop partners design invites, coordinate tkts	Jul 30	EB/HECFI
		- coordinate RSVP, hotel accommodation, accompanying site inspection	Sep 15	EB
		- follow up clients, invoice partners	Oct 15	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
4.	MARKETPLACES/TRADESHOWS			
		CSAE		
		- determine coop partners	Apr 01	EB/Joe
		- secure space allocation		
		- select theme & source		
		- determine booth construction & transportation arrangements		
		- discuss set up & tear down	Apr 30	EB
		- develop direct mail piece		
		- determine clothing for booth, giveaways		
		- sponsorship of 1st Timer's Breakfast		
		- arrange meal, invitees, partners	Jul 15	EB
		- lead follow up	Aug 20	EB
		- invoice partners	Sep 15	EB
5.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement		EB
		- administer reserv of some ad space		EB
		- liaise with Ad agency	Ongoing	
6.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	DK
		- Conv Services Brochure,		DK
		Approve corrections (OK&D)	Mar 30	DK
		- Contact Mtg Planner for new photograph copy	Apr 10	DK
		- go to print	Apr 30	DK
		- Product complete & Available	May 15	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
7.	DIRECT MAIL PIECE			
		- Magazine Insert (CSAE)		
		- determine target markets according to use ie sales promo, new clients etc.		
		- determine nature of funding ie cooperative or sole effort		
		- determine budget	Mar 19	EB/Joe
		- determine theme		
		- Meet with partners	Mar 25	EB
		- distribution method		
		- print run		
		- proof final design with agency	Apr 30	EB
8.	GREATER HAMILTON SPORTS CORPORATION LIAISON			
		- meet with Don Bowman to attract sporting events to GH facilities, strategic approach	Apr 07	EB
		- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups	Mar 11 & 26	EB
		- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	Ongoing	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	SERVICES	(HOUSING)		
		Cdn Library Assn	Jun	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner		DK
		- Acknowledgement Cards Rec'd		DK
		- Forms rec'd & housing process in place		DK
		Ont Motor Coach Assn	Nov	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Apr	DK
		- Acknowledgement Cards Rec'd	Apr/May	DK
		- Forms rec'd & housing process in place	Apr/Nov	DK
		Assn of Municipalities of Ont	Aug	
		- Contact made with AMO	Complete	DK
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Mar/Apr	DK
		- Form Approval	May	DK
		- Form mailed to delegates by Planner	Jun	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued...				
		- Acknowledgement Cards Rec'd	Jun	DK
		- Forms rec'd & housing process in place	Jun/Aug	DK
3.	CONVENTION BUILDING			
		- Country Radio Seminar Nashville (Mar 3-6)	Complete	DK
		- American Society of Foundrymen Chicago	Apr 24-27	DK
		- Intern'l Science & Eng Fair Gulf Port, Miss	May 9-15	DK
		- Intern'l School Games Germany	Jun 17-20	DK/JOE
		- Cdn Laboratory Science Animals Montreal	Jun	DK
		- Cdn Assn of Fire Chiefs Quebec City	Jul	DK
		- Nat'l Square Dance Campers Hamburg, NY	Jul	DK
		- Cdn Anaesthetists Assn	awaiting info	DK
		- Nat'l SKAL Club of Canada Sask	Sep 22-25	DK/JOE
		- Ont Home Builders Assn Niagara Falls, Ont	Oct 5-8	DK
		- Intern'l Bocce Championship	Oct	DK/JOE
	POST CONVENTION SURVEY			
		- Contact Convention Bureaux for sample	Mar/Apr	DK
		- Discuss/approval by Mgr	Apr 30	DK
		- Print forms	May 15	DK
		- Follow up procedure	End May-early Jun	DK

PROGR	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued..				
4.	VOLUNTEERS (LH)			
		- Registrations, set-up & implementation, info tables, Ottroc specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program Motivational seminar	Nov	DK/JHC
		- Attend monthly meeting	Monthly	DK/JHC
		- LH Appreciation Dinner	May 05	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION				
1.	VIDEO UPDATE			
		- consult agency re script, setting, actors	Mar 12	EB/NY
		- assist with obtaining footage of venues		
		- supervise production & budget		
		- approval of script	Apr 30	EB/JOE
		- approve final production		
		- completion of video	May 15	EB/JOE
2.	SUBSIDY GRANTS			
		- conclude current agreement with Ministry of Tourism, Cult & Rec	Mar 31	EB
		- renegotiate agreement for 93/94 cost sharing agreement	Mar 31	EB
4.	BID PRESENTATIONS *Updated Monthly -*		Ongoing	EB/NY
5.	MARKETING COMMITTEES			
		- Meeting space, agenda, minutes, reports	Monthly	DK/NY/EB

PROGR	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION continued...				
6.	CONVENTION DISPLAYS			
		- Maintain calendars for each	Ongoing	CK
		- Est upgrade-INSTAND pop-up	Complete	DK
		- Obtain approval from Mgr/Budget changes to structure	Apr 10	DK
		- Provide ideas for pictures, panels, signage	Apr 20	DK
		- Place order	Apr 25	DK
		- Product ready	May 15	DK
		- Ascertain Budget-TABLE TOP	Jun 15	DK
		- Obtain Estimates	Jul 15	DK
		- Provide ideas for pictures, jointly with dept staff	Jul 30	DK
		- Place Order	Aug 05	DK
		- Product ready	Aug 30	DK
7.	CONVENTION LIST UPDATE/STATISTICS			
		- Update 2 conv lists	Ongoing	AP
		- Compile & maintain info on conventions booked	weekly	DK
		- track # of delegates/spectators	Ongoing	DK
		- Econ Impact after Convention	Ongoing	DK
		- Econ Impact prior Convention being held for sourcing grants	Ongoing	DK
8.	ARTICLES LOCAL PUBLICATIONS	- Media Listing etc.	TBD	INFO PERSON

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer	complete	AB
		- Travel Trade		
		Sell Concept to Partners	complete	AB
		Design Visual Program		
		- Letterhead		
		- Postcards	complete	AB
		- Brochures		
		Invoice Partners	Complete	AB
		Brochure Distribution	Complete	AB/NS/JHC
		Design Ads for Newspaper, Radio	Apr 08	AB
		Newspaper, Radio	May 24-31	AB
			Jun 06-28	AB
			Jul 04-26	AB
			Aug 01-22	AB
		Economic Impact Study		
		- terms of reference	Apr 05	AB
		- bids	Apr 30	AB
		- start of study	Jun 05	AB
	TATTOO	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Jul 05	AB

PROGR	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

OPERATIONS

Medical Services	Complete	AB
Communications	Apr 01	AB
Box Office/Tkt Operations	Complete	AB
Facilities & Equipment	Apr 15	AB
Security & Emergency Procedures	Complete	AB
Parking	Apr 01	AB
Concessions	Apr 01	AB
Food Services		
Refuse/Sanitation	Complete	AB
Transportation	Apr 30	AB
Programmes	May 15	AB
Accommodations	Apr 15	AB
Signage	Apr 15	AB
Warehousing	Apr 15	AB

SPECIAL SERVICES

Handicap Services (Washrooms & Food)	Complete	AB

HOSPITALITY

Ceremonies & Protocol	Apr 30	AB
Spectator & Performer Services	Apr 15	AB
Entertainment	Apr 15	AB
Awards & Gifts	Apr 15	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public Relations	On-going	AB
Sponsorship	Complete	AB
Promotions	On-going	AB
Social Service Organizations	n/a	AB
Logos, Graphics & Design Program	Complete	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGR	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
	AQUAFEST	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure	Complete	AB
		Bids, Proposals & Applications	Complete	AB
		Volunteers & Personnel	May 01	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Apr 30	AB
		Wrap-up & Evaluation	Aug 30	AB
		OPERATIONS		
		Medical Services	May 01	AB
		Communications	May 01	AB
		Box Office/Tkt Operations	May 30	AB
		Facilities & Equipment	Apr 30	AB
		Security & Emergency/Proceed	Apr 30	AB
		Parking	Apr 30	AB
		Concessions	Apr 30	AB
		Food Services		
		Refuse/Sanitation	Apr 30	AB
		Transportation	Apr 30	AB
		Programmes	Jun 10	AB
		Accommodations	May 15	AB
		Signage	May 15	AB
		Warehousing	Apr 15	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Apr 30	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		HOSPITALITY		
		Ceremonies & Protocol-	Apr 30	AB
		Spectator & Performer Services	Apr 30	AB
		Entertainment	Apr 30	AB
		Awards & Gifts	Apr 30	AB
		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	Complete	AB
		Promotions	On-going	AB
		Social Service Organizations	Apr 30	AB
		Logos, Graphics & Design Program	Apr 30	AB
		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	Apr 30	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	Apr 30	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGR	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
2.	MEDIA PROGRAM	- Media Plan	Complete	Joe
		- discuss with OK&D ad for OMCTR "Theatre in Ont"	May	JF
		- discuss with OK&D, ad for OMCA's review Magazine	Jul	JF
3.	BROCHURE DEVELOPMENT	- Updates	Complete	Joe
		Festival & Events Brochure & Ad	TBA	AB/JF
		- dining guide revisions/print	Apr 30	JHC
		- accommod. guide revision	Sep 30	JHC
4.	VIDEO UPDATE			
		- Completion Date	Apr 30	JF/AB
5.	SCHED SALES BLITZ	**Toronto promotion**	Jun 2	JF
		- plan & execute		
		- Committee established	Complete	JF
		Michigan promotion	Jul 19-23	JF
		- plan & execute		
		- Committee established	Complete	JF
		- Funding to be explored	Ongoing	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

6.	FAM TOURS	- Initiate contact with **OMCTR** re. overseas fams to Southern Ont.	end of '93	JF
		Love's Fam (Greensburg, PA) Festival Country - organizer	Apr 13-16	JF
		Celebrate - to be planned for summer months	July	JF
		Prospect Ont. - pre & post - Festival Country - organizer - Optional fam tour for buyers	Apr 13-16	JF
		Peter Pan - Springfield, MA. - 3 Regions - organizer (Hamilton, K-W & London)	Jul 6-7	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

7.	MARKKETPLACES/TRADESHOWS			
		- Spotlight Canada in Rochester and Buffalo, New York	Complete	JHC
		- London Free Press Show	Complete	JHC
		- Sport Summit	Complete	Joe
		- TIAC	Complete	Joe/AB
		-Theatre in Ont. Mktplace, T.O.	Complete	JF
		-New Engl. Tradeshow, Boston	Complete	JF
		-Travel Expo, Catskills, NY	Complete	JF
		-Cleveland Plain Dealer Show	Complete	JF
		-Cleveland Sports Show	Complete	NS
		-Pittsburgh Consulate Show	Complete	JF
		-Prospect Ontario, Toronto	Apr 13-16	JF
		-National Tour Assn. Birmingham, Alabama	Apr 21-25	JF
		-Rendezvous Canada Winnipeg, Manitoba	May 15-19	JF
		-Erie County Fair Hamburg, NY	Aug 20-23	JF
		-Spectator Travel Show Hamilton	Sep	JF/JHC
		-Great Day Tours Cleveland, Ohio	Oct 01	JF
		-Bievnenue Quebec Montreal	Oct 18-20	JF
		-National Tour Assn Atlantic City, NJ	Nov 12-15	Joe
		-Ontario Motorcoach Assn Hamilton	Nov 01-04	ALL
		-American Bus Assn Montreal	Dec 02-08	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES				
1.	INFO CENTRES	- order Ministry publications for the summer season for TIC's	Mar 31	JHC
		- design appropriate recording chart(s) for statistics	Apr 30	JHC
		- make preparations for opening Fifty Road T.I.C. May 1	Apr 26	JHC
		- make preparations for opening RBG and ALS T.I.C. for Jun 5	May 28	JHC
		- research the potential for selling merchandise at the T.I.C's, prepare report	Dec 20	JHC/AB
		- needs assessment survey for selling merchandise	Sep 30	JHC
		- operating of Downtown Centre	ongoing	JHC
		- report visitor inquiry stats	ongoing	JHC
		- answering of inquiries	ongoing	JHC
	Souvenirs	Develop report on feasibility of souvenir sales at the TIC's	Dec 15	AB/JHC
2.	STEP ON GUIDE PROGRAM	- to design city tour & formally train/certify 5-8 tour guides	end of '93	JF/JHC
3.	LADY HAMILTONS	- attend Lady Hamilton Executive meetings, 1st Tue afternoon each month	onging	JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	STUDENTS/CEIC	CEIC Application - design program, - quotes from teachers & supplier	Complete	AB
		CEIC Hiring	Apr 15	AB
		CEIC Program	TBA	AB
		CEIC Finish	Oct 30	AB
		Summer Student Application	Complete	AB/JHC
		Summer Student Hiring	May 01	AB/JHC
		Summer Student Start Date	May 01/Jun 01	AB/JHC
		Summer Student Finishing	Sep 10	AB/JHC
		- interview and hire staff for Fifty Road TIC	Apr 30	JHC
		- prepare work schedule for Fifty Road Info Centre for May	Apr 30	JHC
		- interview summer students	May 17	JHC
		- prepare Jun training for summer Travel Counsellors	May 28	JHC
		- direct, monitor & evaluate high school co-op student from Hill Park	Jun 30	JHC
		- run training for summer staff	Jun 5	JHC
5.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country and CTM	May 31	JHC
		- distribute Celebrate'93 broch.	May 31	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- delivery & mailings of brochure requests	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
6.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
7.	STATISTICAL RECORDING & ANALYSIS	-develop New Statistical form	Complete	AB/NS
		-Inform industry on changes to recording format & why	Complete	AB
		-monitor industry for return of information	Monthly	AB
		-Compile monthly statistics	Monthly	
		• general attendance - attractions		
		• general attendance - major festivals		
		• general attendance - entertainment		
		• motorcoach tours - individual destinations		
		• motorcoach tours - a) room nights b) day trips		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		
		• No. of employees		
		-Develop recording & tracking system for tour operators	May 01	AB
		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS				
1.	AWARENESS WEEK	Tourism Awareness Week - Establish Committee to plan & execute week-long events	May 31-Jun 06	JF/AB
2.	MEDIA	Tourism Awareness Week Compile event info & forward to OKD for design work		AB
3.	EVENT LINE	Compile Monthly Event Information	Monthly	AB
		Deliver to Spec-Tel	Monthly	AB
		Monitor line	On-going	AB
		Compile Spec-tel Statistics	Monthly	AB
4.	EVENT BROCHURE	Contact industry for event information	Complete	AB
		Compile information	Mar - Apr	AB
		Desk-top publication	May 15	AB
		Print Publication	May 30	AB
		Distribute publication	June 15	AB/JHC
		Contact industry for event information	Sep 05	AB
		Compile information	Oct - Nov	AB
		Desk-top publication	Nov 15	AB
		Print Publication	Nov 30	AB
		Distribute publication	Dec 15	AB/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Presentation to Airshow Board	Complete	AB
		-Tourism Update Committee	Monthly	AB/JF
		-Presentation to Kinsman	Complete	AB
		-World Univerity Games Cmte	Complete	AB
		-Presentation to Kinsman	Complete	AB
		-GH Vacationland & Committee	Complete	AB
		-Business Clinics Dev. Cmte - Hamiton Foundation	Complete	AB
		-Antique Auto Sprints Cmte	Complete	AB
		-Glanbrook Archives Committee	Monthly	AB
		-CPRA - Hamilton Association	Monthly	AB
		-Tourism Ad Cmte Mohawk College	Complete	AB
		-Chamber of Commerce Tourism & Hospitality Committee	ongoing	JF
		- meets at call of Chair		
		-OMCA Planning Committee (Established Local Committee)	Ongoing	JF/DK
		- to plan events, etc for conventions in Hamilton to:	Nov 04	JF/DK
		Presentation- Local High Schools Tourism Classes,		
		- as requested	Ongoing	JF
6.	SKYLINE (tourism)	- 2nd of quarterly issue		CK
		- Follow-up with story ideas		CK
		- articles (on disk) TO DIANNA	May 12	CK
		- Assist in proofing articles		CK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
FOREIGN MARKET				
1.	Japan	Marketplace	to be determined	JF/Joe/AB
2.	England	Sales/Marketplace	" " "	JF/Joe/AB
3.	Germany	Sales/Co-op	" " "	JF/Joe/AB

2.1c

REGION OF HAMILTON-WENTWORTH

- RECOMMENDATION -

DATE: 1993 April 05
File No. DT-34-93 / Author: H. Solomon

REPORT TO: Chairman and Members
Transportation Services Committee

FROM: Mr. E. M. Gill
Senior Director of Roads

SUBJECT:

Queen Elizabeth Highway Roadway Signing. [DT-34-93 / RDS-93-115]

RECOMMENDATION:

That the Regional Clerk be directed to advise the Minister of Transportation of Ontario that the Regional Council endorses and supports the following signing changes on the Queen Elizabeth Way:

a) That, for northbound (Toronto-bound) Q.E.W. traffic approaching Stoney Creek, drivers be advised to access Downtown Hamilton via Highway 403; and,

b) That, for northbound (Toronto-bound) Q.E.W. traffic approaching the Centennial Parkway and Burlington Street interchanges, the word "Hamilton" be added to the exit signs; and,

c) That, for southbound (Niagara-bound) Q.E.W. traffic approaching the Burlington Street interchange, the word "Hamilton" be added to the exit signing; and,

d) That, for westbound (heading from Toronto to Hamilton or Niagara) Q.E.W. traffic approaching the Freeman Interchange (the "Junction"), a new sign be installed directing traffic to Downtown Hamilton via Highway 403 and to East Hamilton via the Q.E.W.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

These signs will be erected at the expense of the Ministry of Transportation, Ontario.

Chairman and Members
Transportation Services Committee

Murray F. Main, P. Eng.
Director of Traffic Services

E. M. Gill, P. Eng.

BACKGROUND:

Regional Council, on 1986 September 2, approved a Transportation Services Committee report requesting the Ministry of Transportation, Ontario to consider changes to the signing on the Q.E.W. and Highway 403 for exits to Hamilton and Hamilton-Wentworth.

Since that time there has been an ongoing dialogue between the Region and the Ministry of Transportation, both at the level of elected officials, including the personal involvement of Mayor Morrow, and at the staff level. The Ministry of Transportation has prepared a proposal which substantially concurs with the request of the Region. The timing of the changes to the signing is appropriate as much of the signing in the area in question must be replaced in 1993 due to roadway reconstruction.

Following are details of the Region's requests and the Ministry's responses.

A. Directions to Hamilton Downtown on Q.E.W. near Stoney Creek

The Region requested that the present sign reading "Hamilton Downtown Follow Burlington Street" be replaced with an appropriate sign reading "Hamilton Downtown Follow Q.E.W. to Highway 403". The Ministry is prepared to concur with this request and revise this sign.

B. Revision to Burlington Street and Centennial Parkway Exit Signing

The Region asked that Burlington Street exit signs in both the northbound and the southbound direction be identified as "Industrial Area" and Centennial Parkway exits be identified as "East Hamilton". The Ministry has indicated that the signing of industrial areas or other features as residential subdivisions or commercial developments is not possible. They have indicated that to undertake such signing would be a serious departure from their current signing practices and are concerned that such change would have a significant adverse impact on their ability to maintain clear and concise signing

for motorists.

At present these exit signs simply identify the street name of the exit ramp. The Ministry is prepared to add the word "Hamilton" to Burlington Street and Centennial Parkway in the northbound direction and to Burlington Street in the southbound direction. The Centennial Parkway exit sign in the southbound direction presently identifies Stoney Creek and would remain unchanged.

While the Ministry proposal does not provide the level of detail requested by the Region their policy is understandable under the circumstances. Addition of the word "Hamilton" to the exit signing would heighten the visibility of Hamilton to motorists on the Q.E.W. For this reason, it is recommended that this change be endorsed.

C. Revision of Highway 403 Signing to for Hamilton Downtown

The Region requested that Highway 403 signing indicate both York Boulevard and Main Street as exits for Hamilton Downtown. The Ministry is not prepared to revise the Highway 403 signing to concur with this request. The Ministry has indicated that the signing of multiple downtown exits for traffic travelling in the same direction is not of benefit to the motoring public and may in fact be confusing. The Ministry has offered to alter which exit is officially signed as the downtown exit if the Region so requests. The present signing designates York Boulevard as the exit for Downtown Hamilton in the southbound (Brantford-bound) direction, and Main Street as the exit in the northbound (Toronto-bound) direction. It is recommended that the existing signing remain unchanged.

D. Q.E.W./Highway 403 Junction Signing for Hamilton East and Industrial Area

The Region requested the Ministry erect a sign on the Q.E.W. at the junction of Highway 403 which indicates "Hamilton East and Industrial Area". The Ministry is prepared to erect a sign with symbolized arrows showing that "Hamilton Downtown" traffic should take Highway 403 and "Hamilton East" traffic should take the Q.E.W. in the Niagara direction. As noted in the above discussion, the Ministry is not prepared to add the words "Industrial Area" to the sign, so the sign will simply say "East Hamilton".

Chairman and Members
Transportation Services Committee

The changes proposed by the Ministry should be implemented later in 1993, subject to the approval of the Region. As the changes proposed do not contradict the Region's request, although not totally fulfilling them, it is recommended that the Ministry initiative be endorsed as proposed.

HLS/ca

2-1d

January 20, 1993

REGIONAL MUNICIPALITY OF WATERLOO
OFF ROAD SERVICES AND FACILITIES SIGNING POLICY

GENERAL

Off road services and facilities signs are signs which inform the motorist of services, recreational facilities, tourist attractions, scenic points and such other services/facilities as may be essential or of interest to the driving public. The purpose of this policy is to define the use, design and installation criteria for such signs and to preserve the existing and future signage used for the safety, control and direction to the driving public.

A tourist attraction is defined as an establishment with the primary function of satisfying tourist needs by providing recreational, educational, cultural, scientific, environmental or entertainment related activities; and where the sale of merchandise or services is absent or restricted to the sale of souvenirs and/or food and beverage commodities located on the premises.

Excluded from this policy are: hotels, motels, restaurants, shopping centres, factory outlets; bars, lounges, night clubs, and other similar establishments; recreational and entertainment establishments commonly found in or near most urban areas (e.g. - bowling alleys, cinemas, beaches, sports fields, local zoos, churches, schools, etc.); establishments providing display facilities or guided tours through their facilities to promote and advertise products or services. Where applicable the Region will install and maintain the appropriate signs as permitted in the Manual of Uniform Traffic Control Devices For the Province of Ontario (M.U.T.C.D.).

This policy only applies to signs installed within the Regional Road right-of-way. All other signage requests will be subject to the appropriate Area Municipalities signing by-laws/policies.

USE

1. Permanent Directional Signs

   Directional signs for local interest sites will not be permitted on Regional Roads. For the purpose of this policy only signage to those facilities listed in Schedule 'A' attached will be permitted.

   In order to qualify for signage under this policy all of the following criteria must be satisfied:

a) An all-weather road/access must exist from the Regional Road to the service/facility;

b) The service/facility signs must not detract or interfere with other traffic control devices; and

c) For those services/facilities operated by private sector, for profit organizations (e.g. Bingeman's, Sportsworld, etc.), the applicant will be responsible for all costs associated with the manufacture, installation, and maintenance, including replacement, of the signs.

2. Temporary Information/Directional Signs

Temporary information signs will not be permitted on Regional Roads unless they are for a community wide event (eg. - K-W Oktoberfest, Elmira Maple Syrup Festival, Wellesley Apple Butter and Cheese Festival, etc.). The design of these signs, including the method of installation, must be approved by the Manager of Traffic Services or designate prior to installation. The applicant will be responsible for all costs associated with the manufacture, installation and maintenance, including replacement of the signs.

3. Community Services Signs

In conjunction with the installation of municipality signs (G-6) and hamlet signs (G-8) as described in the M.U.T.C.D. the Region will install Community Services signs under the following guidelines:

a) Participation in this program is limited to those communities which satisfy all of the following criteria:

i) the community limits cross a Regional Road
ii) have a local name; and
iii) have available at least two basic services (ie. - gas, food, or lodging)

b) This sign shall be used to inform the motorist entering the community of the name and population (where applicable) of the community whose limits cross the Regional Road. The sign shall also inform the motorist of the various services/facilities which are available in the community.

c) All existing advance signing to individual facilities will be removed and included in the Community Service signs. Directional signing shall be provided as described above.

d) There shall be a maximum of eight symbols per sign, all of which must be contained in Schedule 'A'.

e) The municipality and hamlet signs shall have a blue background with a white legend and border and shall be reflectorized or illuminated to show the same colour and shape by night as by day. The services/facilities signs shall have a brown background with a white legend or symbol and border and shall be reflectorized or illuminated to show the same colour and shape by night as by day, unless otherwise described in the M.U.T.C.D.

DESIGN

Off road services or facilities signs shall convey their message by the appropriate legend or symbol, colour and shape. All shall have a brown background with a white legend or symbol and border and shall be reflectorized or illuminated to show the same colour and shape by night as by day, unless otherwise described in the M.U.T.C.D. However, at the discretion of Regional Staff a different colour scheme may be allowed. Where applicable, a tab sign indicating the name of the service/facility may be installed.

The sign size and design shall be determined by Traffic Services Staff of the Regional Municipality of Waterloo.

INSTALLATION CRITERIA

1. All signs on Regional Roads shall be approved, supplied, installed and maintained by Regional Staff. Where signs are to be installed on both Regional and Area Municipality roads arrangements shall be made between the involved jurisdictions to ensure that only one of the jurisdictions is manufacturing the appropriate signs.

2. Signing will normally be limited to the adjacent Regional Road. However, advance signs may be installed at an appropriate location on the closest intersecting Regional Road for those facilities/services not located on a Regional Road. Such signs may be installed on Regional Roads not further than 1 kilometre from the access to the service/facility or the closest intersecting road.

3. One directional sign will be permitted in each direction on the adjacent Regional Road, or on the closest Regional Road. The Area Municipality will be responsible for all signage on roads under their jurisdiction and control.

4. Major attractions may be permitted more extensive signing at their own expense. Major attractions are those which attract more than 30,000 visitors per year.

5. Existing signs that do not meet this policy will be removed when maintenance is required. Owners of these signs will be contacted prior to removal. All existing signs for churches in place on Regional Roads as of January 20, 1993 shall be retained and maintained as required.

6. If a facility qualifies under this policy for the provision of signing, but it is observed by Regional Traffic Services Staff that there are existing operational problems created by the facility, the applicant will be responsible to correct, at their cost, such problems as a condition of the sign(s) installation. The observed operational problems shall be items such as, but not limited to the following:

   - Access Improvements - throat width
     - radius
   - Relocation of Access
   - Reduction In The Number of Access Points
   - Provision of Parking Prohibition on the Adjacent Roadway(s)

7. Requests to sign services and facilities in accordance with this policy shall be submitted to the Manager of Traffic Services for consideration/approval. Details as to the design, location, number, etc. of signs requested should be included with the written request.

OFF ROAD SERVICES AND FACILITIES SIGNING POLICY

SCHEDULE 'A'

January 20, 1993

This schedule identifies those off road services and facilities to which this policy applies. Where applicable the appropriate sign number as identified in the M.U.T.C.D. has been noted. For those off road services and facilities not included in the M.U.T.C.D. Regional Staff will develop a standard information sign to enhance motorist recognition and use of these signs.

Service/Facility	M.U.T.C.D. Sign Number
Hospital	M-22
Police	
Airports	M-130
Campground	M-32
Trailer Court	M-32
Picnic Area	G-21
Museums/Art Galleries (operated by non-profit organizations)	
Tourist/Information	M-134
Scenic Lookout	G-47A
Boat Launch	G-47B
Skiing	
Conservation Area	M-33
Garbage Disposal/Recycling/Transfer Station (Publicly Operated)	
Historic Sites	
Golf Course (Open to Public)	
Farmers Markets (Over 10,000 Square Feet in Area)	
Live Theatres	
Hiking Trails	
Major Tourist Attractions (30,000 visitors per year)	
Universities/Community Colleges	
Arena/Community Centres	
Raceways	
Public Telephone	
Fishing	
Parking (Publicly operated)	
Churchill Park (City of Cambridge)	
Riverside Park (City of Cambridge)	
Victoria Park (City of Kitchener)	
Waterloo Park (City of Waterloo)	

Any other applicable information signs included in the M.U.T.C.D. (as revised).

REGIONAL MUNICIPALITY OF WATERLOO

PUBLIC INFORMATION CENTRE

OFF ROAD SERVICES & FACILITIES SIGNING POLICY

INFORMATION PACKAGE

REGIONAL MUNICIPALITY OF WATERLOO

OFF ROAD SERVICES AND FACILITIES SIGNING POLICY

PUBLIC INFORMATION CENTRE

INFORMATION PACKAGE

1. INTRODUCTION & POLICY BACKGROUND

In July 1992, Regional Engineering Committee reviewed the proposed Off Road Services and Facilities Signing Policy. Committee felt that the public should be made aware of the proposed policy. It was decided that a public meeting should be held in order to receive input prior to making a decision on the policy.

In May 1991, Engineering Committee directed staff to obtain input from area tourist bureaus and associations for a proposed off road services and facilities signing policy being developed by Regional staff.

A committee was established with the following agencies being represented:

Kitchener Chamber of Commerce
Cambridge Visitor and Convention Bureau
Waterloo Chamber of Commerce
Kitchener-Waterloo Area Visitor and Convention Bureau
Elmira/Woolwich Chamber of Commerce
Festival Country Travel Association
Ministry of Tourism and Recreation

As well, Councillor Fred Kent and staff from the Region's Traffic Services Section sat on the committee.

Input was also obtained from the Cities of Kitchener, Waterloo and Cambridge as well as the Townships of Woolwich, Wellesley, Wilmot and North Dumfries.

2. PURPOSE OF THE POLICY

Off road services and facilities signing informs the motorist of services, recreational facilities, tourist attractions, scenic points and other services/facilities that may be essential or of interest to the driving public.

The purpose of the policy is to define the use, design and installation criteria for signing off road services and facilities on the Regional Road system. Existing signs that conform to the policy will be preserved and future signage will be controlled to avoid sign clutter and proliferation. It is the intent of the policy to provide safe and adequate direction to the driving public.

continued P2

The policy has been designed to sign for specific sites as opposed to general areas or districts. The policy only applies to signs installed within the Regional Road right-of-way. All other signage requests will be subject to the appropriate Area Municipalities signing by-laws/policies.

Existing signs which do not meet the criteria outlined in the policy will be removed when maintenance is required. Owners of these signs will be contacted prior to removal.

For the purpose of this policy, a tourist attraction has been defined as an establishment with the primary function of satisfying tourist needs by providing activities that fall into one or more of the following categories:

- recreational
- educational
- cultural
- scientific
- environmental
- entertainment

and, where the sale of merchandise or services is absent or restricted to the sale of souvenirs and/or food and beverages located on the premises.

Reference is made in the policy to 'public-operated' facilities. Although not defined, the intent of the policy is that 'public-operated' refers to non-profit facilities.

3. EXCLUSIONS FROM THE POLICY

Committee members agree to exclude the following from the policy:

- hotels, motels
- restaurants
- churches
- shopping centres, factory outlets
- bars, lounges, night clubs, etc.
- recreational and entertainment facilities normally found in urban areas: bowling alleys, cinemas, sports fields, etc.
- establishments promoting and advertising products or services

This policy does not address the issue of Service Club signs or sign tabs on the Regional Municipality of Waterloo entrance signs.

continued P3

4. TYPES OF SIGNS ALLOWED

The policy has been divided into three main sign types:

A) Permanent Directional Signs

Permanent directional signs will be allowed to facilities listed in Schedule A of the policy. Some of these signs are identified in the Ontario Manual of Uniform Traffic Control Devices (M.U.T.C.D.) but there are some signs not currently provided for.

Examples of signs for facilities identified in the M.U.T.C.D. are:

- hospitals, airports, campgrounds, picnic areas

Examples of new signs that the committee recommended be added to Schedule A but require designs are:

- museums, art galleries, historic sites, farmers markets
- live theatres, hiking trails, parking lots, police stations

Because of the unique nature of some of the new signs, input from those facilities will be obtained to assist staff in the design stages.

The following facilities must meet criteria to be eligible for signing:

- major tourist attractions (over 30,000 visitors per year)
- farmers markets (over 10,000 square feet in area)
- arena/community centres (seating capacity over 3500)
- public golf courses
- publicly operated recycling centres

B) Temporary Information/Directional Signs

Temporary information signs will be allowed for community wide events such as:

- Elmira Maple Syrup Festival
- K-W Oktoberfest
- Wellesley Apple Butter & Cheese Festival
- Mennonite Relief Sale

continued P4

C) Community Services Sign

The Community Services sign is a new sign that incorporates the municipality/hamlet sign with services found in the community. The community must have available at least two basic services (two of gas, food or lodging) to qualify for this sign. A maximum of eight (8) symbols will be allowed, all of which must be services or facilities listed in Schedule A.

5. SIGN DESIGN & INSTALLATION

Off road services or facilities signs shall have a brown background with a white legend or symbol unless otherwise determined. Where applicable, a tab sign indicating the name of the service/facility may be installed.

All signs on Regional Roads must be approved, supplied, installed and maintained by Regional staff. The Region will be financially responsible for these signs except for signs directing motorists to major tourist attractions and temporary community wide events.

Directional signs (one for each direction) will be permitted on the adjacent Regional Road and advance signs will be permitted within one (1) kilometre of the facility or closest intersecting road. Area municipalities will be responsible for signing on roads under their jurisdiction.

Major attractions may be permitted more extensive signing at their own expense.

All requests for service/facility signing should be addressed to:

Mr. Dave Banks, P. Eng.
Manager, Traffic Services
Regional Municipality of Waterloo
11th Floor, Marsland Centre
20 Erb Street West
Waterloo, Ontario
N2J 4G7

6. OPPORTUNITY TO COMMENT

All interested organizations or individuals are invited to comment on the proposed policy using the attached comment sheet. A Public Meeting is scheduled for Wednesday, October 21, 1992 at 7:00 p.m. in Committee Room 'B', 4th Floor, Marsland Centre, 20 Erb Street West, Waterloo. Please return any comments by October 30, 1992.

/bg

2.1e

1991 ACCOMMODATION IMPACT STUDY

REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Ministry of Tourism and Recreation,
Tourism and Convention Services
Economic Development Dept. Greater Hamilton

INTRODUCTION

This accommodation impact study was a joint initiative of the Ministry of Tourism and Recreation and Tourism and Convention Services, Business Development Department, Regional Municipality of Hamilton-Wentworth. It was undertaken during the summer of 1992 in order to provide a basis for measuring direct expenditure and performance of the accommodation sector in the area.

In general, the strategic value of tourism is not totally recognized. As Ontario's fifth leading export industry, it employs 5.5 percent of the provincial labour force and distributes strong economic impacts to high value-added sectors.

In 1990, Ontario tourism generated $16.5 billion in direct tourist spending. The largest share of revenues were from Ontario residents (77%), followed by U.S. visitors (11%), overseas travellers (7%) and visitors from other provinces (5%). Ontario accounts for the largest share (34.6%) of national tourism receipts, followed by Quebec (17.7%).

OBJECTIVES

- To measure direct expenditure on overnight accommodation for the Regional Municipality of Hamilton-Wentworth.

- To determine the market segmentation of overnight guests.

- To determine the average occupancy and the average rate of properties within the region.

- To provide a continuing base of measurable data on the accommodation sector.

- To develop a research tool which can be used in the future in order to monitor the performance of the accommodation sector.

METHODOLOGY

Both the Accommodation Guide, produced annually by the Ontario Ministry of Tourism and Recreation and the Greater Hamilton Accommodation Guide were used as the basis for identifying hotel and motel properties to be included in this survey. A questionnaire (Exhibit 1) requesting information on 1991 performance was mailed to all properties. Establishments which did not respond by the deadline date were subsequently contacted by telephone for follow-up.

Sample:

The number of properties which responded to the questionnaire represents 86% of available rooms in the area.

RESULTS

Total guests in commercial accommodation	290,431
Total room sales	$18,730,883
Average occupancy	49%
Average room rate	$44.00
Weighted average length of stay for visitors in commercial accommodation	2.6 days

OVERNIGHT VISITORS BY MARKET SEGMENT

Market Segment	Weighted Average Percentage
Tourist	35%
Corporate	12%
Conventions	25%
Commercial	18%
Other	10%
TOTAL	100%

OVERNIGHT VISITORS BY MARKET ORIGIN

Market Origin	Weighted Average Percentage
Ontario	56%
U.S.	19%
Other Canada	13%
Quebec	7%
International	5%
	100%

ESTIMATED ROOM EXPENDITURES OVERNIGHT VISITORS

Market Segment	Weighted Average Percentage	Estimated Room Expenditure *
Tourist	35%	$6,555,809
Corporate	12%	$2,247,706
Conventions	25%	$4,682,721
Commercial	18%	$3,371,559
Other	10%	$1,873,088
TOTAL	100%	$18,730,883

* **Assuming expenditure patterns are proportionate to market segments.**

Market Origin	Weighted Average Percentage	Estimated Room Expenditure *
Ontario	56%	$10,489,294
U.S.	19%	$3,558,868
Other Canada	13%	$2,435,015
Quebec	7%	$1,311,162
International	5%	$936,544
TOTAL	100%	$18,730,883

* **Assuming expenditure patterns are proportionate to geographic markets.**

Based upon the results of this survey, the accommodation sector contributed approximately $18.7 million in direct room revenue to the Regional Municipality of Hamilton-Wentworth in 1991. In terms of overall tourism spending, this figure does not take into account the amount of money spent by day trip visitors or expenditures by visitors in other related business sectors (ie. food & beverage, retail, recreation and entertainment).

Exhibit VI illustrates the breakdown of visitor expenditures for the Festival Country travel region. In 1989, the Ontario Ministry of Tourism and Recreation estimated that spending on accommodation accounted for approximately 15% of total visitor spending in Festival Country. Similarly exhibit VII illustrates 1989 visitor spending patterns for the province.

LIST OF EXHIBITS

Exhibit I	Questionnaire
Exhibit II	Overnight Visitors by Market Segment
Exhibit III	Overnight Visitors by Market Origin
Exhibit IV	Estimated Room Expenditure by Market Segment
Exhibit V	Estimated Room Expenditure by Market Origin
Exhibit VI	1989 Visitor Expenditure Breakdown - Festival Country travel region
Exhibit VII	1989 Visitor Expenditure Breakdown - Province of Ontario

TOURISM IMPACT STUDY - 1991

Business Name: _____

Contact Name: _____

The following questions, **pertaining to the 1991 fiscal year**, will help determine direct e: market segmentation for accommodation properties in your community. Each participant will receive a report which will allow you to compare your property to others of a similar size in your community. All individual replies will be kept strictly confidential and surveys will be destroyed at the conclusion of this project.

1. Do you operate all year? Yes_____ No_____
   If you answered 'no' please indicate the number of days in your operating season. _____

2. What is the total number of rooms available for guests in your establishment? _____

3. What is the average length of stay of your guests at your property? _____ days

4. What is your average room rate? $_____

5. What is the average number of guests per room? _____

6. What was your annual occupancy for 1991? _____%

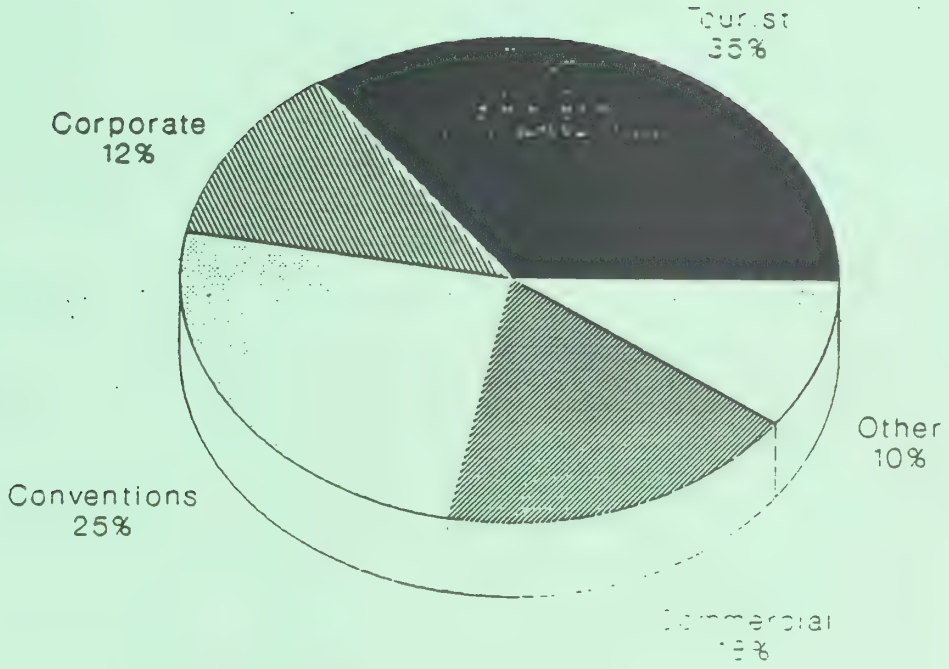
7. What percent of your business comes from each of the following market segments?

Tourist			
Individual/Families	____%		
Groups	____%		
Sports Teams	____%	Total Tourist	____%
Corporate Meeting			____%
Commercial (individual business travel)			____%
Convention		____%	
Other? (Please specify _____)			____%
TOTAL BUSINESS			100%

8. What percent of your business comes from each of the following areas?

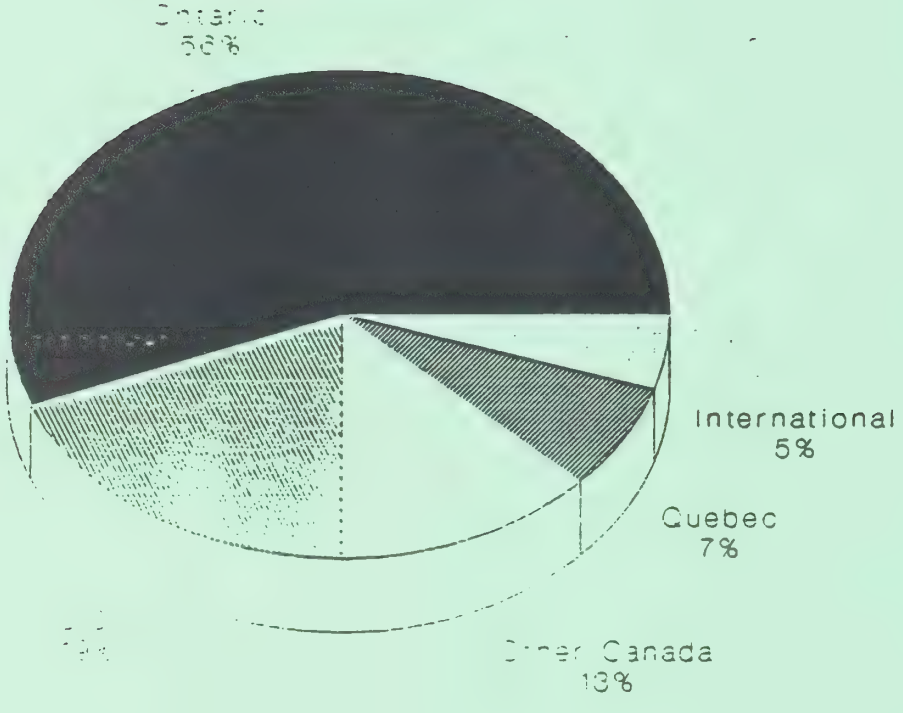
Ontario			
Metro Toronto	____%		
Southern Ontario	____%		
Other Ontario	____%	Total Ontario	____%
Quebec			____%
Other Canada			____%
United States			
Ohio	____%		
New York	____%		
Pennsylvania	____%		
Michigan	____%		
Other U.S.	____%	Total U.S.	____%
International			____%
TOTAL BUSINESS			100%

OVERNIGHT VISITORS
(By Market Segment)



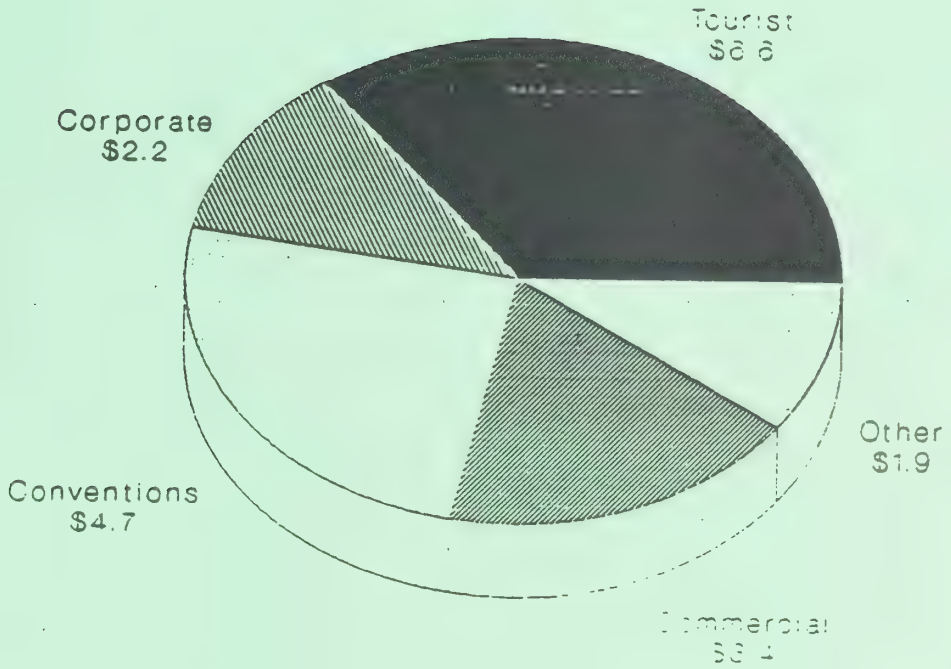
GREATER HAMILTON/MTR 1992

OVERNIGHT VISITORS
(By Market Origin)



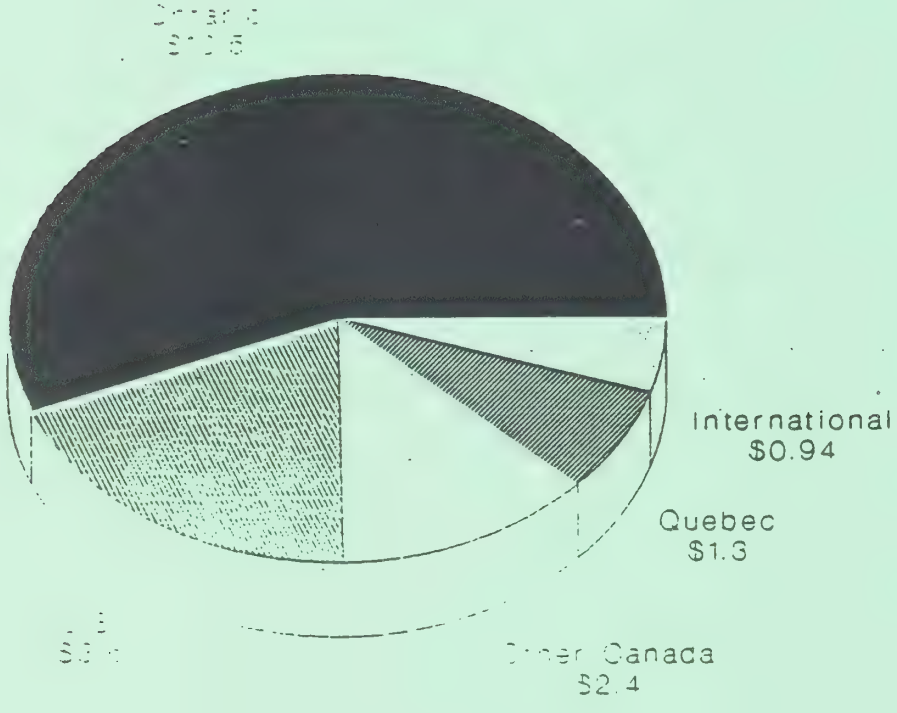
GREATER HAMILTON/MTR 1992

ESTIMATED ROOM EXPENDITURES
(In Millions of Dollars)



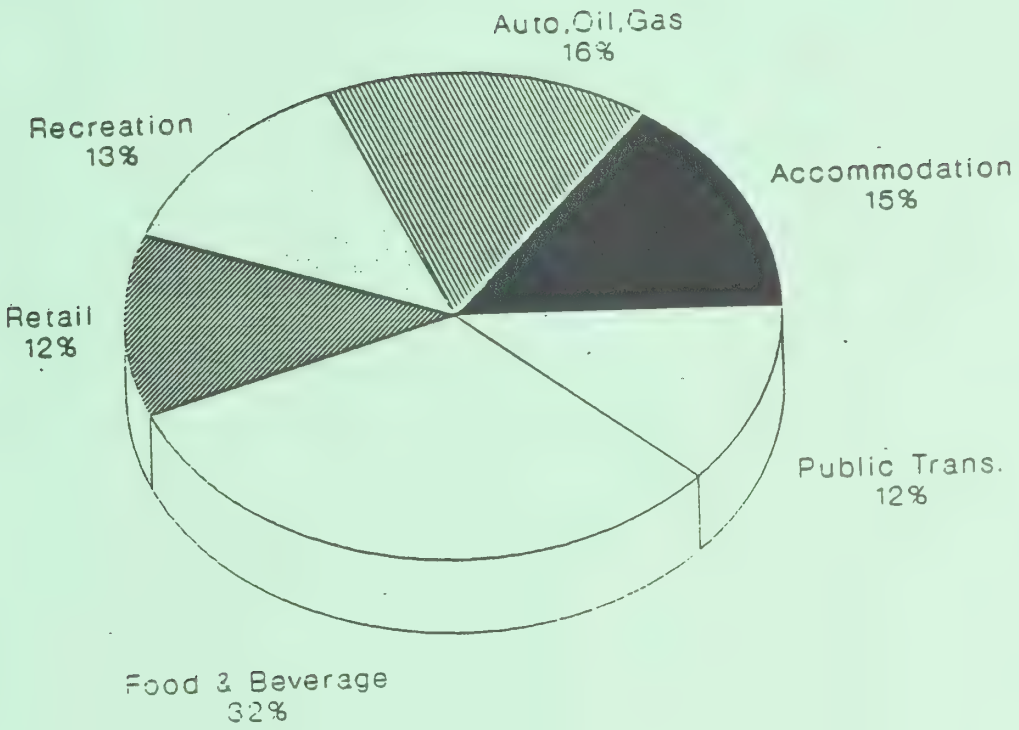
GREATER HAMILTON/MTR 1992

ESTIMATED ROOM EXPENDITURES
(In Millions of Dollars)



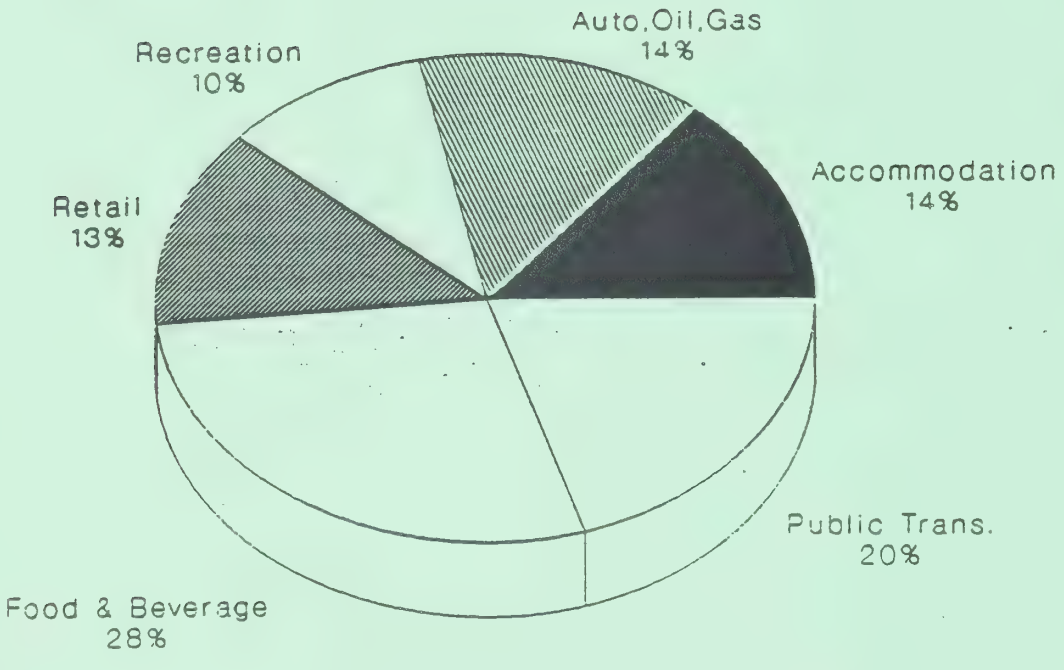
GREATER HAMILTON/MTR 1992

FESTIVAL COUNTRY
Visitor Expenditures - 1989



GREATER HAMILTON/MTR 1992

PROVINCE OF ONTARIO
Visitor Expenditures - 1989



GREATER HAMILTON/MTR 1992

URBAN/MUNICIPAL
CA3 ON HW Q79
A35
1993

TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

A G E N D A

DATE: Friday, July 2, 1993

TIME: **8:00 o'clock a.m.**

PLACE: 15th Floor Committee Room
Regional Offices

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1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act

b) **Minutes** of the June 3, 1993 meeting of the Tourism and Conventions Development Advisory Board.

c) **Minutes** of the June 10, 1993 Special meeting of the Tourism and Conventions Development Advisory Board.

d) Business arising from previous Minutes

2. BUSINESS ITEMS

2.1 Tourism and Convention Services - Budget

P. Mercanti to address the Advisory Board

URBAN MUNICIPAL
JUN 1993
GOVERNMENT DOCUMENTS

2.2 Confederation Park Development

Note: A copy of the final recommendation adopted by Regional Council, at its meeting held on Tuesday, June 15, 1993, is attached for the information of the Advisory Board.

2.3 Chairmanship of the Tourism and Convention Development Advisory Board

That a citizen member of the Tourism and Convention Development Advisory Board be appointed as the Chairman of the Advisory Board with a term of office from July 1993 to July 1994.

3. OTHER BUSINESS

Next meeting:	August 5, 1993 - 8:00 a.m.
Location:	15th Floor Committee Room Regional Offices

4. ADJOURNMENT

16

MINUTES OF THE TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

The Tourism and Conventions Development Advisory Board met on Thursday, June 3, 1993, 12:00 o'clock Noon at the African Lion Safari.

Present:	Chairman P. Mercanti Vice-Chairman M. Tsangarakis D. Brocker, D. Dailley, K. Gregg, G. Macaluso,
Also Present:	Messrs. N. Catalano, J. Fardell; Mmes. A. Bradford, A. Croteau, L. Sohal

1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act: None.

b) **Minutes** of the May 6, 1993 meeting of the Tourism and Conventions Development Advisory Board.

(Macaluso/Dailley) be received and adopted as presented. **CARRIED.**

c) Business arising from previous Minutes

- Chairman Mercanti expressed his appreciation respecting the duties performed by Mrs. Mary Gallagher as the Legislative Assistant to the Advisory Board. He also took this opportunity to welcome Ms. Lynda Sohal as the new Legislative Assistant to the Advisory Board.

- Chairman Mercanti welcomed Mr. Jim Awad, Sheraton Hamilton, representing the hotel industry, as an additional member of the Advisory Board.

2. For the Information of the Board:

2.1 That the following items be received:

(Gregg/Macaluso)

a) Fair Exchange System - U.S. Dollar Convertor, Royal Bank

Discussion took place regarding a program established 10 years ago by the Festival of Country entitled "We Treat you Royally" outlining the importance of consistency of exchange rates amongst all of the hotels in a community.

Members of the Advisory Board agreed that it is essential to educate the public about the importance of fair exchange and it was suggested that articles and pamphlets be utilized to publicize this information. Joe Fardell advised that he would investigate the feasibility of establishing such a program by obtaining feedback from representatives of the various Business Improvement Areas (BIA's) and the hotel industry. Mr. Fardell further advised that he would investigate the possibility of implementing this type of program in the 1994 Marketing Plan.

b) Convention Work Plans '93 - Economic Development Department

Joe Fardell advised that the Work Plan is utilized as a monthly guideline for staff regarding upcoming work plans for the Department. He also advised that a copy would be forwarded to the Advisory Board on a monthly basis as an information update.

c) Report from E.M. Gill, Senior Director of Road to the Transportation Services Committee respecting Queen Elizabeth Highway Roadway Signing

d) Regional Municipality of Waterloo - Pubic Information Centre - Off Road Services and Facilities Signing Policy

e) 1991 Accommodation Impact Study - Regional Municipality of Hamilton-Wentworth and Ministry of Tourism and Recreation

CARRIED.

New Business #1 Confederation Park Development

Note: Mr. N. Catalano provided the Advisory Board with an information update of the current status of this project. He outlined the history of this project and the Region's present position. An invitation was extended to Chairman Mercanti and all members of the Advisory Board to attend the Economic Development and Planning Committee on Monday, June 7, 1993 at 1:30 p.m., 15th Floor Committee Room, Regional Offices.

(Macaluso/Tsangarakis)

a) That the Economic Development and Planning Committee be requested to defer any decision on the Confederation Park Development to provide the Tourism and Conventions Development Task Force with an opportunity to prepare a response to the Committee respecting the severe possible implications that may be involved in proceeding with this project;

b) That Peter Mercanti be requested to attend the June 7, 1993 meeting of the Economic Development and Planning Committee to address the concerns of the Tourism and Conventions Development Task Force respecting this issue.
CARRIED.

New Business #2 Change of Meeting Time

(Tsangarakis/Macaluso)

That the meeting time for all future meetings of the Tourism and Convention Development Advisory Board be changed to 5:00 p.m. or 8:00 a.m. (in that order of preference). **CARRIED.**

3. OTHER BUSINESS

Next meeting: Friday, July 2, 1993

Location: 15th Floor Committee Room
Regional Offices

4. ADJOURNMENT

On motion **(Awad/Gregg)** the Committee adjourned at 1:40 p.m. **CARRIED.**

_____
Chairman

_____
Secretary

MINUTES OF THE SPECIAL TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD MEETING

The Tourism and Conventions Development Advisory Board held a Special Meeting on Thursday, June 10, 1993, 12:00 o'clock Noon at the Centre Ballroom, Sheraton Hamilton.

Present:	Chairman P. Mercanti Vice-Chairman M. Tsangarakis J. Awad, D. Brocker, K. Gregg, G. Macaluso
Absent with Regrets:	D. Dailley, B. Adamczyk
Also Present:	Councillors T. Anderson, H. Merling Messrs. N. Catalano Mme. L. Sohal

PURPOSE:

Chairman Mercanti advised the members of the Committee and guests that the purpose of this special meeting was to address the issue of the Confederation Park Development Project that was presented to the Economic Development and Planning Committee at its meeting held on Monday, June 7, 1993, and the potential affects this project may have on everyone in the hospitality industry.

The Advisory Board was concerned that they were not consulted regarding the proposed Confederation Park Development project. It was felt that the Advisory Board should have been given an opportunity to discuss the relevant details of the proposal, especially with the extensive experience of the members.

INTRODUCTIONS:

Chairman Mercanti took the opportunity to welcome the various guests from the hospitality industry that were invited to attend the meeting. The following representatives were in attendance:

NAME	ORGANIZATION REPRESENTED
Gino S. Cosentino	University Marketing Researcher of Canada
Carolin D. Jabra	Admiral Inn - Hamilton
D. Carol Tandarich	Visitors Inn - Hamilton
Paul Lewis Settimi, Counsel	Laborer's International Union of North America, Local 837
Kathy Drewitt	Hamilton District Chamber of Commerce
Viviene Johnson	Jackson Square
Marian Falcon	Holiday Inn
Steve Bowers	Holiday Inn
Marvin Ryder	H.E.C.F.I.

Mr. N. Catalano, Director of the Economic Development Department, provided the Advisory Board with an outline of the details of the Confederation Park Development proposal including its history, development and current status.

An open discussion took place and the following points were made:

FACTS:

- Land is owned by the Regional Municipality of Hamilton-Wentworth.
- Land is being leased to the proponents.
- Land is being managed by the Hamilton-Wentworth Region Conservation Authority.
- Staff advised that this project will focus on ethnic weddings/banquets and bus tours the primary focus being on the bus tour market.
- Currently the bus tour market is by-passing the Hamilton-Wentworth area and proceeding to the Toronto and Niagara Falls areas. It is desired to provide the destination facility to encourage this segment of the market to visit the Hamilton-Wentworth area.
- No specific studies have been undertaken by the Economic Development Department regarding this facility.
- Staff advised that under the direction of Regional Council the project was tendered in 1988.
- Staff advised that an amendment was made at the Economic Development and Planning Committee meeting to ensure that the hotel accommodation is running and useable prior to the banquet/convention facilities being permitted to open.
- In 1989 Laventhol & Horvath Consultants were hired jointly by the Regional Municipality of Hamilton-Wentworth and Mrs. Mongeon to conduct a feasibility study regarding the development of a quality hotel and ancillary use facility on the proposed site.
- This study indicated that economic conditions did not support the development of such a facility at that time.

POSSIBLE DISADVANTAGES:

- City of Burlington could participate in some aggressive marketing and this venture could end up being more beneficial to them
- This venture would assist in attracting and stimulating the Tourism and Convention industry to the Burlington area
- Burlington would eagerly support soliciting conventions to be held at Confederation Park, however, the 50 room capacity at the hotel will be in overflow in no time and it would be necessary to consider alternative lodging - VOILA - Burlington Holiday Inn is 5 minutes away, and adjacent to Confederation Park is the Journey's End and Admiral Inn - both in Burlington

AREAS OF CONCERN:

- Cost for installation of water and sewer services
- Source of funding for these services
- Total amount to be spent for installation of these services is unrecoverable dollars to the taxpayers
- Bidding procedure that was followed is questionable
- Tendering process for the developer is questionable
- Original call was for a hotel only
- Studies outlining the possible impact to hotel & banquet industries are essential - there are no indications that any of the markets are getting any better - why were they not conducted
- Job creation for proposed location vs. job loss in downtown area

Mr. Catalano was questioned about the extent of his involvement and role with respect to Confederation Park Development Project and he advised the Advisory Board that the proposal is a result of direction from the political process (the Economic Development and Planning Committee and Regional Council).

Mr. G. Macaluso requested additional information respecting some of the issues that had been discussed during the meeting. He also advised that he would be consulting the Chamber of Commerce for their comments on this proposal.

Mr. Catalano advised the Advisory Board that if any of the members had specific questions or issues of concern that they wished to have addressed by staff, to have them forwarded to his attention, in writing, by Friday, June 11, 1993. He would then take all necessary steps to ensure that the appropriate background information was researched and forwarded to the members of the Tourism and Convention Development Advisory Board prior to the special meeting of the Economic Development and Planning Committee meeting scheduled for Tuesday, June 15, 1993 at 5:00 p.m., in Room 233, Hamilton City Hall.

(Awad/Brocker)

Confederation Park Development Proposal

That the Economic Development and Planning Committee be advised of the Tourism and Convention Development Advisory Board's strong opposition to the Confederation Park Development proposal.

The following vote was taken on the above motion:

Yeas: Awad, Brocker, Mercanti, Macaluso
Total Yeas: 4

Nays: Gregg, Tsangarakis
Total Nays: 2

By friendly amendment the following was added to the original motion:

"...as the Advisory Board was not provided adequate information in a sufficient time frame to allow deliberation of concerns with this proposal."

This item **CARRIED** on the following division:

Yeas: Awad, Brocker, Gregg, Mercanti, Macaluso, Tsangarakis
Total Yeas: 6

4. ADJOURNMENT

On motion **(Macaluso/Gregg)** the Committee adjourned at 2:20 p.m. **CARRIED.**

_____
Chairman

_____
Secretary

(JUNE'S) CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
PUBLIC AWARENESS				
1.	MEDIA	- Plan	Complete	Joe/EB
2.	PRESENTATIONS			
		- service groups	Complete	EB/NY
		- charitable organizations & associations	Complete	EB/NY
		- sports groups, local shopping centres		
3.	DIRECT SALES			
		- local hospitals, educational facilities	Complete	EB/NY
		- associations	Ongoing	WD/NY
		- service groups		
		- sports administrators	Complete	EB/NY
		- join Ham Public Relations Society	Complete	EB
		- Establish Local Data Bank	Ongoing	EB/WD/NY/AH
		- form produced & system est.	Complete	EB/WD/NY/AH
		- report system & mailing list to Industry Partners	Aug 20	WD/NY/AH
4.	LOCAL AWARENESS CAMPAIGN			
		- Determine new ideas 93/94 program	Complete	DK/EB
		- Explore partnership opport.'s with local media	Jul 30	EB
		- Finalize budget with Mgr Hospitality Partners	Jul 30	EB
		- Appoint Committee Members	Jul 30	EB/DK
		- Develop & approve local media campaign	Aug 30	EB/Joe
		- Decide most effective time to launch campaign & conduct award ceremonies	Aug 30	EB/Joe/DK
		- Prepare Ambassador List	TBD	DK
		- Location/date/menu/entertain theme/decor	TBD	DK

2.1

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
PUBLIC AWARENESS continued...				
		- Invitations/Marketplace/Ambass Awards Order	TBD	DK
		- Follow up calls - qualify Amb	TBD	DK
		- Conclude follow up calls	TBD	DK
		- List of VIP Invitations	TBD	DK
		- MC/speaker/photographer	TBD	DK
		- Print programme	TBD	
5.	SKYLINE (tourism)	2nd Quarterly Issue		
		- articles (on disk) TO DIANNA	Complete	CK
		- final proof to Joe/Scott	Jun 09	
		- Colour Approval	Jun 24	
		- To Print	Jun 25	
		- Delivery of Skyline	Jul 02	
6.	PROMOTIONS (McMaster Reception)	- determine date, venue theme and participants	Fall	NY
		- Chairmans letter - coordinate invite list with Mac PR dept.	Complete	NY
		- decide menu, entertainment, speakers	Complete	NY
		- complete agenda, format, speeches	Complete	NY
		- Reception	Fall	NY
		- follow up	Fall	NY
	(McMaster Promotion)	- Place ad in Courier	Complete	NY
		- Obtain letter from Chairman to Dr. Heidlebrecht, VP & Provost McMaster	Complete	NY
		- Obtain letter from above	Complete	
		- Produce Data Cards	Complete	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD/NY/AH
		- entertain possible repeat clients	On-going	EB/NY/WD/AH
		- Telemarketing Cold Calls	On-going	NY/WD
		- Respond to local leads	On-going	NY/WD
		- Scheduled Sales Calls	On-going	NY/WD
		- Site Inspections	On-going	NY/WD
		- Bid Presentations & Preparations	On-going	NY/WD
2.	RECEPTIONS			
		- Organize Ottawa Promo	Complete	EB
		- determine venue, theme partners & guests for **T.O. Promo**	Complete	EB
		- design invites, coordinate mailing list, menu, entertain. name badges, gifts	Complete	EB/WD
		- RSVP coordination	Complete	EB/WD
		- EVENT	Complete	EB/WD
		- Follow up clients	Complete	EB/WD
		- invoice partners	Complete	EB
		- determine venue, theme, date, partners & guests for **Ottawa Sports Promo**	Jul 30	EB
		- design invites, coordinate mail list, menu, entertain., name badges, gifts	Aug 30	EB
		- RSVP coordination	Sep 15	EB/WD
		- EVENT	Oct 15	WD/AH
		- follow up clients	Oct 25	WD/AH
		- invoice partners	Nov 30	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
3.	FAM TOURS			
		David Copperfield Fam	Complete	NY
		Celebrate Fam		
		- determine angle of media piece & participating partners	TBD	EB
		- work with Janet re. invites	CCXD	EB/JF
		- coordinate tkt selection, hotel accommodation	CCXD	EB
		- RSVP coordination	CCXD	EB
		- Airshow Fam	Complete	EB/JF
		- accompanying site inspect., follow up with clients	ongoing thru Aug 31	EB/WD/JOE
		CCMA Fam		
		- determine coop partners design invitations, coordinate tkts & mailing list	Jul 30	EB/DK
		- coordinate RSVPs, hotel accommodation, accompanying site inspect.	Aug 30	EB
		- follow up client, invoice partners	Sep 30	EB
		Sinatra Fam		
		- Order Tickets	Complete	EB
		- determine coop partners design invites,	Jul 30	EB
		- coordinate RSVP, hotel accommodation, accompanying site inspection	Sep 15	EB
		- follow up clients, invoice partners	Oct 15	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	MARKETPLACES/TRADESHOWS			
		RCMA -Chicago	Complete	NY
		OCVA - Toronto	Complete	NY
		CSAE - Halifax		
		- determine coop partners	Complete	EB/Joe
		- secure space allocation	Complete	Joe/WD
		- select theme & source		
		- determine booth construction & transportation arrangements		
		- discuss set up & tear down	Complete	EB
		- develop direct mail piece		
		- determine clothing for booth, giveaways		
		- sponsorship of 1st Timer's Breakfast	Cancelled	EB
		- arrange meal, invitees, partners	N/A	EB
		- lead follow up tradeshow	Aug 20	EB
		- invoice partners	Sep 15	EB
5.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement		EB
		- administer reserv of some ad space		EB
		- liaise with Ad agency	Ongoing	EB
6.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	DK
		- Conv Services Brochure,	On Hold	DK
		Approve corrections (OK&D)	Complete	DK
		- Contact Mtg Planner for new photograph copy	On Hold	DK
		- go to print	On Hold	DK
		- Product complete & Available	On Hold	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	DIRECT MAIL PIECE			
		MAGAZINE INSERT (CSAE)		
		- determine target markets according to use ie sales promo, new clients etc.	Complete	EB
		- determine nature of funding ie cooperative or sole effort	Complete	EB
		- determine budget	Complete	EB/Joe
		- determine theme	Complete	EB
		- Meet with partners	Complete	EB
		- proof final design with agency	Complete	EB
		- distribution method	Ongoing	EB
		- print run	Ongoing	EB
8.	GREATER HAMILTON SPORTS CORPORATION LIAISON			
		- meet with Don Bowman to attract sporting events to GH facilities, strategic approach	Complete	EB
		- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups	On-going	EB/WD
		- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	On-going	EB

CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	SERVICES	(HOUSING)		
		Cdn Library Assn	Jun	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Complete	DK
		Ont Motor Coach Assn	Nov	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	May/Nov	DK
		Assn of Municipalities of Ont	Aug	
		- Contact made with AMO	Complete	DK
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued...				
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Jun/Aug	DK
3.	CONVENTION BUILDING			
		- Country Radio Seminar Nashville (Mar 3-6)	Complete	DK
		- American Society of Foundrymen Chicago	Complete	DK
		- Intern'l Science & Eng Fair Gulf Port, Miss	Complete	DK
		- Cdn Laboratory Science Animals Montreal	Complete	DK
		- Intern'l School Games Germany	CCXD	DK
		- Cdn Assn of Fire Chiefs Quebec City	Jul 31-Aug 05	DK
		- Nat'l Square Dance Campers Hamburg, NY	Jul	DK
		- Cdn Anaesthetists Assn		DK
		- Nat'l SKAL Club of Canada Sask	Sep 22-25	DK/JOE
		- Ont Home Builders Assn Niagara Falls, Ont	Oct 5-8	DK
		- Intern'l Bocce Championship	Oct	DK/JOE
	POST CONVENTION SURVEY			
		- Contact Convention Bureaux for sample	Complete	DK
		- Discuss/approval by Mgr	Complete	DK
		- Print forms	Jul 10	DK
		- Follow up procedure	Jul 15	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued..				
4.	VOLUNTEERS (LH)			
		- Registrations, set-up & implementation, info tables, Ottroc specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program Motivational seminar	Nov	DK/JHC
		- Attend monthly meeting	Monthly	DK/JHC
		- LH Appreciation Dinner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION				
1.	VIDEO UPDATE			
		- consult agency re script, setting, actors	Complete	EB/NY
		- assist with obtaining footage of venues	Complete	EB
		- supervise production & budget		
		- approval of script	Complete	EB
		- approve final production	Complete	EB
		- completion of video	Jul 15	EB
2.	SUBSIDY GRANTS			
		- conclude current agreement with Ministry of Tourism, Cult & Rec	Complete	EB
		- renegotiate agreement for 93/94 cost sharing agreement	N/A	EB
4.	BID PRESENTATIONS (New Bids)		MAY	
	Updated Monthly -			
		- Macedonian Orthodox Diocese	Complete	WD
		- Ontario Museum Association	Complete	WD
		- Federation of Cdn Municipalities	Complete	WD
		- Assn of Public Administration	Complete	NY
		- Cdn Society of Association Exec Winter Mgmt Conference	Complete	NY
		- Ont. Professional Planners Inst.	Copmlete	NY
		- Cdn Industrial Transp. League	Complete	NY
		- Ont Workers Arts & Heritage Centre	Complete	NY
		- NHL Referees Training Camp	Ongoing	EB
		- Reform Party of Canada	Ongoing	WD
		- Cdn Celiac Assn.	Ongoing	WD
		- Amateur Wine Makers Assn Ont	Ongoing	NY
		- Alliance of Cdn Travel Assn	Ongoing	NY
		- Home Child Care Assn Ont.	Ongoing	NY
		- Intern'l Police Assn Friendship Week - Israel Se[illegible]n	Ongoing	NY

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION continued...				
5.	MARKETING COMMITTEES	- Meeting space, agenda, minutes, reports	Monthly Jul 06	DK/NY/EB/WD/AH
6.	CONVENTION DISPLAYS	- Maintain calendars for each	Ongoing	CK
		- Est upgrade-INSTAND pop-up	Ongoing	DK
		- Obtain approval from Mgr/Budget changes to structure	**On Hold**	DK
		- Provide ideas for pictures, panels, signage		
		- Place order		
		- Product ready		
		- Ascertain Budget-TABLE TOP		
		- Obtain Estimates		
		- Provide ideas for pictures, jointly with dept staff		
		- Place Order		
		- Product ready		
7.	CONVENTION LIST UPDATE/STATISTICS	- Update 2 conv lists	Ongoing	AP
		- Compile & maintain info on conventions booked	weekly	DK
		- track # of delegates/spectators	Ongoing	DK
		- Econ Impact after Convention	Ongoing	DK
		- Econ Impact prior Convention being held for sourcing grants	Ongoing	DK
8.	ARTICLES LOCAL PUBLICATIONS	- Media Listing etc.	TBD	INFO PERSON

(JUNE's) TOURISM WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer	complete	AB
		- Travel Trade		
		Sell Concept to Partners	complete	AB
		Design Visual Program		
		- Letterhead		
		- Postcards	complete	AB
		- Brochures		
		Invoice Partners	Complete	AB
		Brochure Distribution	Complete	AB/NS/JHC
		Design Ads for Newspaper, Radio	Complete	AB
		Newspaper, Radio	Complete	AB
			Complete	AB
			Jul 04-26	AB
			Aug 01-22	AB
		Economic Impact Study		
		- terms of reference	Complete	AB
		- bids	Complete	AB
		- start of study	Complete	AB
		Celebrate '94		AB
	TATTOO	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency Procedures	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public Relations	Complete	AB
Sponsorship	Complete	AB
Promotions	Complete	AB
Social Service Organizations	n/a	AB
Logos, Graphics & Design Program	Complete	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
	AQUAFEST	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure	Complete	AB
		Bids, Proposals & Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Aug 30	AB
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency/Proceed	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Jul 15	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB
		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	Complete	AB
		Logos, Graphics & Design Program	Jul 06	AB
		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	Complete	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	Complete	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
2.	MEDIA PROGRAM	- Media Plan	Complete	Joe
		- discuss with OK&D ad for OMCTR "Theatre in Ont"	Complete	JF
		- discuss with OK&D, ad for OMCA's review Magazine	Cancelled	JF
3.	BROCHURE DEVELOPMENT	- Updates	Complete	Joe
		Festival & Events		
		- dining guide revisions/print	Complete	JHC
		- accommod. guide revision	Sep 30	JHC
4.	VIDEO UPDATE			
		- Revised Version	Complete	JF/AB
5.	SCHED SALES BLITZ	**Toronto promotion**		
		- plan & execute		
		- Committee established	Complete	JF
		Michigan promotion	Jul 19-23	JF
		- plan & execute		
		- Committee established	Complete	JF
		- Funding to be explored	Ongoing	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
6.	FAM TOURS	- Initiate contact with **OMCTR** re. overseas fams to Southern Ont.	end of '93	JF
		Love's Fam (Greensburg, PA) Festival Country - organizer	Complete	JF
		Celebrate - to be planned for months of June, July & Aug.	August	JF
		Prospect Ont. - pre & post - Festival Country - organizer - Optional fam tour for buyers	Cancelled	JF
		Peter Pan - Springfield, MA. - 3 Regions - organizer (Hamilton, K-W & London)	Aug 9/10	JF
		OMCA	Nov 01	
		- Planning		DK
		- Execute		JF
7.	MARKETPLACES/TRADESHOWS			
		- Spotlight Canada in Rochester and Buffalo, New York	Complete	JHC
		- London Free Press Show	Complete	JHC
		- Sport Summit	Complete	Joe
		- TIAC	Complete	Joe/AB
		-Theatre in Ont. Mktplace, T.O.	Complete	JF
		-New Engl. Tradeshow, Boston	Complete	JF
		-Travel Expo, Catskills, NY	Complete	JF
		-Cleveland Plain Dealer Show	Complete	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		MARKETPLACES/TRADESHOWS cont'd		
		-Cleveland Sports Show	Complete	NS
		-Pittsburgh Consulate Show	Complete	JF
		-Prospect Ontario, Toronto	Complete	JF
		-National Tour Assn. Birmingham, Alabama	Complete	JF
		-Rendezvous Canada Winnipeg, Manitoba	Complete	JF
		-Erie County Fair Hamburg, NY	Aug 12-13	JF/JHC
		-Spectator Travel Show Hamilton	Sep 17-19	JF/JHC
		-Great Day Tours Cleveland, Ohio	Cancelled	JF/JHC
		-Bievnenue Quebec Montreal	Oct 18-20	JF
		-National Tour Assn Atlantic City, NJ	Nov	Joe
		-Ontario Motorcoach Assn Hamilton	Nov 01-04	JF
		-American Bus Assn Montreal	Dec 05-10	JF
8.	SALES DEVELOPMENT	- Niagara Falls & RBG Floral	Aug	JF
		- Native Tours	Sep	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES				
1.	INFO CENTRES	- order Ministry publications for the summer season for TIC's	Complete	JHC
		- design appropriate recording chart(s) for statistics	Sep 06	JHC
		- make preparations for opening Fifty Road T.I.C. May 1	Complete	JHC
		- make preparations for opening RBG and ALS T.I.C. for Jun 5	Complete	JHC
		- research the potential for selling merchandise at the T.I.C's, prepare report	Dec 20	JHC/AB
		- needs assessment survey for selling merchandise	Sep 30	JHC
		- operating of Downtown Centre	ongoing	JHC
		- report visitor inquiry stats	ongoing	JHC
		- answering of inquiries	ongoing	JHC
		- close 50 Rd, RBG & ALS	Sep 06	JHC
		- student evaluations	Sep 06	JHC
		- report on 50 Road	Sep 24	JHC
	Souvenirs	- Develop report on feasibility of souvenir sales at the TIC's	Dec 15	AB/JHC
		- Survey developed	Complete	AB
2.	STEP ON GUIDE PROGRAM			
		- to design city tour & formally train/certify 5-8 tour guides	end of '93	JF/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
3.	LADY HAMILTONS	- attend Lady Hamilton Executive meetings, 1st Tue afternoon each month	ongoing	JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC
		- prepare training session for working at TIC	Aug 31	JHC
		- L.H. training sessions	Sep 30	JHC
4.	STUDENTS/CEIC	CEIC Application	Complete	AB
		- design program,		
		- quotes from teachers & supplier		
		CEIC Hiring	Complete	AB
		CEIC Program	Complete	AB
		CEIC Finish	Feb 94	AB
		Summer Student		AB/JHC
		Summer Student Finishing	Sep 06	AB/JHC
		- interview and hire staff for Fifty Road TIC	Complete	JHC
		- prepare work schedule for Fifty Road Info Centre for May	Complete	JHC
		- interview summer students	Complete	JHC
		- prepare Jun training for summer Travel Counsellors	Complete	JHC
		- direct, monitor & evaluate Hill Park co-op student	Complete	JHC
		- run training for summer staff	Complete	JHC
		- Open RBG & ALS TIC's	Complete	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
5.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country and CTM	Complete	JHC
		- distribute Celebrate'93 broch.	Ongoing to Sep	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- delivery & mailings of brochure requests	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	Sep 06	JHC
6.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
7.	STATISTICAL RECORDING & ANALYSIS	- develop New Statistical form	Complete	AB/NS
		- Inform industry on changes to recording format & why	Complete	AB
		- monitor industry for return of information	Monthly	AB
		- Compile monthly statistics	Monthly	
		• general attendance - attractions		
		• general attendance - major festivals		
		• general attendance - entertainment		
		• motorcoach tours - individual destinations		
		• motorcoach tours - a) room nights		
		Day trips:		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		
		• No. of employees		
		- Develop recording & tracking system for tour operators	July 30	AB
		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS				
1.	AWARENESS WEEK	Tourism Awareness Week	Cancelled	JF
		Present Hosp Industry Awards	Complete	JF
2.	MEDIA	Tourism Awareness Week	Complete	
		Compile event info	Monthly	AB
3.	EVENT LINE	Compile Monthly Event Information	Monthly	AB
		Deliver to Spec-Tel	Monthly	AB
		Monitor line	On-going	AB
		Compile Spec-tel Statistics	Monthly	AB
4.	EVENT BROCHURE	Contact industry for event info	Complete	AB
		Compile information	Complete	AB
		Desk-top publication	Complete	AB
		Print EVENT BOOK Jul-Dec	Jul 01	AB
		Distribute publication	Jun 30	AB
		Distribute publication	Jul 31	JHC
		Contact industry for event information	Sep 05	AB
		Compile information	Oct - Nov	AB
		Desk-top publication	Nov 15	AB
		Print Publication	Nov 30	AB
		Distribute publication	Dec 15	AB/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Presentation to Airshow Board	Complete	AB
		-Tourism Update Committee	Monthly	AB/JF
		-Presentation to Kinsman	Complete	AB
		-World Univerity Games Cmte	Complete	AB
		-Presentation to Kinsman	Complete	AB
		-GH Vacationland & Committee	Complete	AB
		-Business Clinics Dev. Cmte - Hamiton Foundation	Complete	AB
		-Antique Auto Sprints Cmte	Complete	AB
		-Glanbrook Archives Committee	Monthly	AB
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	Complete	AB
		-Hydorplane Race Committee	Complete	AB
		-Cultural Groups Committee	Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountian Bike Race	On-going	AB
		-McQueston Cultural Gardens	On-going	AB
		-Canadian Sport Fishing	On-going	AB
		-Flamborough Tourism	Ongoing	AB
		-Cdn Warplane Bldg Cmte	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
	COMMITTEE/MEETINGS/PRESENTATIONS cont'd			
		-Chamber of Commerce Tourism & Hospitality Committee - meets at call of Chair	ongoing	JF
		-OMCA Planning Committee (Establish Local Committee)	Complete	JF/DK
		- Conventions in Hamilton	Nov 04	JF/DK
		Presentation-Local High Schools Tourism Classes-as requested	Ongoing	JF
6.	SKYLINE (tourism)	2nd Quarterly Issue		
		- articles (on disk) TO DIANNA	Complete	CK
		- final proof to Joe/Scott	Jun 09	
		- Colour Approval	Jun 24	
		- To Print	Jun 25	
		- Delivery of Skyline	Jul 02	
7.	**FOREIGN MARKET**			
-	Japan	Marketplace	Cancelled	JF/Joe/AB
-	England	Sales/Marketplace	On Hold	JF/Joe/AB
-	Germany	Sales/Co-op	Cancelled	JF/Joe/AB

2.2

OFFICE OF THE REGIONAL CLERK

MEMORANDUM

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TO: Lynda Sohal
Legislative Assistant
Tourism and Conventions Advisory Board

FROM: Mary Gallagher
Legislative Assistant — PHONE: (416) 546-4304
Office of the Regional Clerk

SUBJECT: **Economic Development and Planning Committee Report 11-93, Item 8** — DATE: 1993 June 18

Subjoined, please find Item 8 of Report 11-93 of the Economic Development and Planning Committee which was approved by Regional Council at its meeting held on Tuesday, June 15, 1993.

:mg

8. **Confederation Park Development (ECO 93-056)**

That the Regional Chairman and the Regional Clerk be authorized and directed to execute a Leasing Agreement with 987031 Ontario Inc. c.o.b. Lakeview Landing, in a form satisfactory to the Commissioner of Legal Services for the establishment of the following:

a) A maximum of 20,000 square feet of usable Banquet and Convention Committee Rooms and Halls;

b) A maximum of 20,000 square feet consisting of stairwells, elevators, lobbies, hallways, kitchen facilities, and all other service areas required for the purpose of the banquet and convention centre;

c) An adjoining 50 room hotel and at least a 15,000 square feet of retail office and auxillary business service facilities to be located as Part of Lot 27, Broken Front Concession, in the Geographic Township of Saltfleet, designated as Part 1 on Plan 62R-12290;

d) That discussions be held with the Hamilton Region Conservation Authority on this proposal.

2.3

REGION OF HAMILTON-WENTWORTH

- RECOMMENDATION -

DATE: June 18, 1993

REPORT TO: Chairman and Members
Tourism and Convention Development
Advisory Board

FROM: Lynda Sohal
Legislative Assistant

SUBJECT: Chairmanship of the Tourism and Convention Development Advisory Board

RECOMMENDATION:

That a citizen member of the Tourism and Convention Development Advisory Board be appointed as the Chairman of the Advisory Board with a term of office from July 1993 to July 1994.

L. Sohal, Legislative Assistant

BACKGROUND:

Regional Council, at its meeting held on February 18, 1993, adopted the Terms of Reference for the Tourism and Convention Development Advisory Board as outlined in Item 13 of Economic Development and Planning Committee Report 3-92.

Recommendation g) of the Staff Report states:

"g) That the Chairman of the Advisory Board be appointed from among the citizen members and be given a one year chairmanship;"

Mr. Peter Mercanti is the current Chairman of the Tourism and Convention Development Advisory Board with a term of office that expires in July 1993.

The appointment of a new Chairman is before the Advisory Committee for their selection.

URBAN/MUNICIPAL
CA3 ON HW Q79
A35
1993

TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

A G E N D A

DATE: Thursday, September 2, 1993

TIME: 8:00 o'clock a.m.

PLACE: 15th Floor Committee Room
Regional Offices

URBAN M.
SEP 1993
GOVERNMENT DOCUMENTS

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1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act

b) **Minutes** of the August 5, 1993 meeting of the Tourism and Conventions Development Advisory Board.

c) Business arising from previous Minutes

2. BUSINESS ITEMS

2.1 Casino's in Hamilton-Wentworth

P. Mercanti to address this issue.

2.2 Delegation to the Economic Development and Planning Committee respecting the current mandate for the Tourism and Convention Development Advisory Board

P. Mercanti to address this issue.

2.3 Re-vitalizing of the Downtown area

M. Tsagarakis to provide an update.

2.4 For the Information of the Advisory Board

That the following items be received:

a) **Details** respecting "Tourism and Gaming Strategies for Economic Development" Conference for September 26-28, 1993.

b) **Letter of Resignation** received from Mr. Gabe Macaluso.

c) **Copy** of Work in Progress - July 1993

3. OTHER BUSINESS

Next meeting: Thursday, October 7, 1993 - 8:00 a.m.

Location: 15th Floor Committee Room
Regional Offices

4. ADJOURNMENT

1(6)

MINUTES OF THE TOURISM AND CONVENTION DEVELOPMENT ADVISORY BOARD

The Tourism and Convention Development Advisory Board met on Thursday, August 5, 1993, at 8:00 o'clock a.m., 15th Floor Committee Room, Regional Offices.

Present:	Chairman P. Mercanti Vice-Chairman M. Tsangarakis Messrs. B. Adamczyk, D. Dailley, K. Gregg, G. Macaluso, J. Awad
Absent with Regrets:	Messr. D. Brocker
Also Present:	Messrs. J. Fardell, N. Catalano Mmes. A. Bradford, A. Croteau, L. Sohal

1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act

b) **Minutes** of the June 3, 1993 meeting of the Tourism and Conventions Development Advisory Board.

(Awad/Dailley) be received and adopted as presented. **CARRIED.**

c) **Minutes** of the June 10, 1993 Special meeting of the Tourism and Conventions Development Advisory Board.

(Awad/Dailley) be received and adopted as presented. **CARRIED.**

d) **Minutes** of the July 2, 1993 meeting of the Tourism and Conventions Development Advisory Board.

(Awad/Dailley) be received and adopted as presented. **CARRIED.**

e) Business arising from previous Minutes

2. BUSINESS ITEMS

2.1 Tourism and Convention Services - Budget

P. Mercanti addressed the Advisory Board respecting this issue and staff provided an overview of the budget process:

- Budget is presented to the Chief Administrative Officer and Senior Management Team in September (approximately)
- Final budget is adopted by Regional Council around March of that budget year.
- Due to delays caused by the Social Contract issue, preliminary budgets are due in August

The Advisory Board indicated that they would like to receive a copy of the budget as soon as possible in order to have an opportunity to provide input and comments respecting the conventions and events planned for 1994.

The members of the Advisory Board acknowledged the current economic constraints, however, emphasized the critical need for funds for the Tourism and Convention industry.

The Advisory Board inquired whether funds that are already included in the Economic Development Department Budget can be re-allocated to the Tourism and Convention Services section of the Department. Staff advised that the re-allocation of funds is currently being practised within the Department. An example being the Celebrate Program - funds for this program were re-allocated from the Business Development section of the Department.

It was suggested that Messrs. Peter Mercanti and Nick Catalano meet to discuss the possibility of re-allocating additional funds for the Tourism and Convention Industry.

Staff further advised that the Economic Development and Planning Committee, at its meeting held on July 12, 1993, adopted the following recommendation:

> "That staff be directed to prepare a report which investigates initiatives to increase/attract the Convention/Tourism business to the Region of Hamilton-Wentworth and include in the report a statistical comparison of Conventions attended in other Communities of a similar size."

It was noted that a copy of this report would be forwarded to the Tourism and Convention Development Advisory Board for information, upon approval by the Economic Development and Planning Committee.

2.2 Confederation Park Development

Note: A copy of the final recommendation adopted by Regional Council, at its meeting held on Tuesday, June 15, 1993, was attached for the information of the Advisory Board.

(Macaluso/Adamczyk)

That this item be received. **CARRIED.**

2.3 Chairmanship of the Tourism and Convention Development Advisory Board

(Macaluso/Adamcyzk)

That Mr. Peter Mercanti be appointed as the Chairman of the Tourism and Convention Development Advisory Board with a term of office from July 1, 1993 to June 30, 1994. **CARRIED.**

2.4 Correspondence from Mr. Jim Awad, General Manager, Sheraton Hamilton Hotel, addressed to J. Schatz, Chief Administrative Officer, City of Hamilton, respecting the Special Events Subsidy fund for 1994.

Mr. Catalano addressed the Committee and general discussion took place:

- The purpose of the Special Events Subsidy fund is to attract and promote conventions to the City of Hamilton.

- The process for the Special Events Subsidy fund for 1994 is to present the issue to the Advisory Board first for comments and discussion and subsequently, a report will be prepared and presented to the Economic Development and Planning Committee.

- In 1992, a program was included in the Hamilton Entertainment and Conventions Facility Inc. (HECFI) budget to attract conventions to the City of Hamilton. Due to the Social Contract issue and budget constraints, the HECFI account was cut back considerably and the actual funds allocated for this program no longer exist.

- Mr. Macaluso advised the Advisory Board that he had an opportunity to appear as a delegation before the Finance and Administration Committee of the City of Hamilton to discuss the issue of re-instating funds in the HECFI budget for the Special Events Subsidy Fund. He provided the following summary of events:
    - The original amount allocated to cover the cost of rental of facilities for special events and conventions was $100,000.
    - The Finance and Administration Committee unanimously agreed to continue with this program.
    - The City of Hamilton assured HECFI that funds would be available in the 1994 budget.
    - The Economic Development and Planning Committee will address funding to support the Convention Industry. Any approved funding level may be used in conjunction to funds committed by HECFI ($100 000) to support and augment the hospitality industry.
- Once again, members of the Advisory Board reiterated to staff the importance of having the budget brought before them, to allow the Advisory Board with an opportunity to provide input and comments recommending how funds can be best utilized to fully benefit the Tourism and Convention Industry.
- It is imperative that once the Budget is reviewed by the Advisory Board that all programs that have a potential to have funds re-allocated within the Department's budget are thoroughly investigated.
- It is crucial that the funds are spent in areas where it will attract the most business for the entire region.

Discussion took place respecting Advertising Agencies for the Corporation.

- Mr. Macaluso advised that "ad agencies" are hired Ad Hoc - as necessary.
- $750,000 has been allocated for advertising for the Tourism and Convention Services section of the Economic Development Department.
- The current Ad Agency utilized by the Region is a contracted position for 3 years - to expire with the Term of Council.
- Staff are investigating the feasibility of performing some advertising duties in-house and utilizing the creativity presently available from the staff within the Economic Development Department.

2.5 Name the Mascot Contest

(Gregg/Tsangarakis)

a) That the name for "Name the Mascot Contest" as part of the Celebrate Program **"SOHO"** (Spirit of Hamilton Ontario), be adopted;

b) That Ms. Judy Roscoe of Dundas, Ontario be awarded the Grand Prize of a tourism package valued at $150 for her submission of the name "SOHO" (Spirit of Hamilton Ontario). **CARRIED.**

Staff were instructed to ensure that a search is conducted to confirm that the proposed name "SOHO" is not a registered trademark.

The Advisory Board commended staff of the Economic Development Department on the production of the Celebrate 93 publication and acknowledged that it was an excellent information source promoting upcoming festivals, events and attractions to the Hamilton-Wentworth area.

2.6 jobsOntario Community Action Program

Ann Croteau, representing the Ministry of Tourism and Recreation, addressed the Advisory Board and the following information was provided:

- The Region currently has a "Renaissance Committee" that is involved in working on the Economic Development Strategy.
- Upon completion, the strategy will be reviewed to determine future funding.
- The jobsOntario Community Action Program is a $300 million, three-year Community Action Program introduced by the Provincial Government, encouraging community initiatives for economic development.
- The Province is willing to provide funding contributions for capital infrastructure projects that entail strategic planning and are priorities to the community.
- Municipalities and non-profit organization are eligible to participate in the jobsOntario program.
- The program outlines certain principles that must be adhered to (i.e. community based support).

- Mr. Fardell advised the Advisory Board that staff are in the process of preparing a report to the Economic Development and Planning Committee supporting the jobsOntario Community Action Program. The Advisory Board requested that a copy of this report be forwarded to the Tourism and Convention Development Advisory Board for information.

- The Advisory Board inquired into the following areas:

  a) Who reviews the applications?
  b) Who is responsible for the final approval of the applications?
  c) Who sits on the Board of Directors that makes the ultimate decisions?
  d) How are funds allocated?
  e) Who is responsible for distribution of the funds?
  f) What are the mechanics of the entire organization?

- Ann Croteau was requested to provide any information available respecting the above-noted areas and to keep the Advisory Board informed of the upcoming developments of the jobsOntario Community Action Program.

- The Advisory Board decided that Mr. Peter Mercanti, Chairman, Tourism and Convention Development Advisory Board, would prepare correspondence to the appropriate Provincial Ministry informing them of our interest in the jobsOntario Community Action Program and requesting that our Region be included on the appropriate waiting list to ensure that we are apprised of all further developments of this project. It was suggested that Ms. Anne Croteau's involvement and excellent contributions to this Advisory Board be recognized and brought to the attention of the appropriate Ministry.

- The Advisory Board requested a summary of all submissions that have been made to the Economic Development and Planning Committee respecting this project. Mr. Catalano advised that he would forward the appropriate information to Mr. Mercanti upon completion.

(Macaluso/Awad)

That staff be directed to review the jobsOntario - Community Action Program and report back to the Tourism and Convention Development Advisory Board outlining the potential benefits to the Region if it decides to proceed in participating with this program. **CARRIED.**

2.7 Fair Exchange Program

Ann Croteau, representing the Ministry of Tourism and Recreation, provided the Advisory Board with a verbal update.

- The Fair Exchange Program is an excellent concept that would implement consistency amongst all businesses in the Hamilton-Wentworth Region. This concept would promote a prestigious, unbiased ambience for the Tourism and Convention industry in the Regional Municipality of Hamilton-Wentworth.

- Staff advised that they would investigate how the research for the implementation of this program is progressing. It was suggested to staff that the concept of a Fair Exchange Program should be considered in the overall marketing plan for the Economic Development Department.

- It was decided that the appropriate Business Improvement Area's (BIA's) would be invited to attend a future meeting for comments on the potential implementation of a Fair Exchange Program.

3. OTHER BUSINESS

New Business #1 Tourism and Convention Master Plan

- The last Master Plan was a 5 year program prepared in 1986 and is now overdue.
- The economy has changed drastically and considerably since 1986.
- The Board recommended that staff of the Tourism and Convention Services Division examine the potential to update this Plan in 1994 through the jobsOntario Community Action Program.

New Business #2 Revitalizing of the Downtown Area

M. Tsangarakis expressed her concern with the need to revitalize the Downtown area.

- It was noted that if one was to take a stroll along the downtown strip the following would be encountered:

  - increasing number of empty store-fronts
  - streets littered
  - unapproachable people on streets

- These problems are particularly noticeable after 5:30 p.m., however they exist all day long.

- There is a great need to keep the downtown core vibrant, attractive and as clean as possible not only to attract tourists, but to lure the citizens of Hamilton-Wentworth into the area.

- The downtown core is an important part of the Hospitality Industry.

- It was decided that Ms. Margaret Tsangarakis would approach representatives of the Business Improvement Areas (BIA's) to discuss the on-going problems in the downtown core and possible solutions to re-vitalize the area.

- The Advisory Board also agreed that representatives of the Business Improvement Areas and International Village be invited to attend the next meeting to discuss this issue and get their comments and views.

New Business #3 **Casino's in Hamilton-Wentworth**

The Advisory Board indicated that they would be interested in discussing this issue at the next meeting. Staff informed the members of the Advisory Board that Regional Council had already taken a position on this issue. Discussion took place respecting re-consideration of this issue by Regional Council. The Advisory Board decided they wished to re-address the issue of Casinos and present their views to Regional Council via the Quarterly Report to be prepared and presented to the Economic Development and Planning Committee. The Legislative Assistant was instructed to place the Quarterly Report for discussion on the next agenda for the September 2, 1993 meeting.

New Business #4 **Mandate of the Tourism and Convention Development Advisory Board**

Staff advised the members of the Advisory Board they had been instructed by the Economic Development and Planning Committee to report back to Committee on the current mandate for the Tourism and Convention Development Advisory Board.

Members of the Advisory Board expressed concern respecting the boundaries of the Tourism and Convention Development Advisory Board. It was decided that a delegation from the Advisory Board would appear before the Economic Development and Planning Committee to discuss the mandate of the Tourism and Convention Development Board at the September meeting.

Next meeting: Thursday, September 2, 1993 - 8:00 a.m.

Location: 15th Floor Committee Room
Regional Offices

4. ADJOURNMENT

On motion **(Tsangarakis/Adamczyk)** the Advisory Board adjourned at 10:05 a.m.

CARRIED.

_____
Chairman

_____
Secretary

24(a)



TOURISM AND GAMING

STRATEGIES FOR ECONOMIC DEVELOPMENT

Holiday Inn Crowne Plaza

New Orleans, Louisiana

September 26-28, 1993

RECEIVED JUL 23 1993

Sponsored by:

National Council for Urban
Economic Development

The Downtown Development
District of New Orleans

FEATURED SPEAKERS

Nicholas Amato, Executive Director
Casino Reinvestment
Development Authority (invited)
Atlantic City, New Jersey

Cela Burge, Director of Economic Development
West Virginia Tourism, Parkways and Economic Development Authority
Charleston, West Virginia

Dan Carmody, Executive Director
Rock Island Economic Growth Corp.
Rock Island, Illinois

Wayne Collier, Executive Director
Economic Development Department
City of New Orleans
New Orleans, Louisiana

Don Engler, Director of Marketing
Ernest N. Morial Convention Center
New Orleans, Louisiana

Gary Esolen
New Orleans Marketing Committee
New Orleans, Louisiana

Kristina Ford, Director
New Orleans Planning Commission
New Orleans, Louisiana

Vernon George, President
Hammer, Siler, George Associates
Silver Spring, Maryland

J. Randolph Gregson
Director of Economic Development & Planning
Downtown Development District
New Orleans,Louisiana

Sandra Hillman, Executive V.P.
Trahan, Burden & Charles
Baltimore, Maryland

John M. Keeling
PKF Consulting
Houston, Texas

Ted Levine, President
Development Counsellors International
New York, New York

Dennis Martinez
Economic Development Director
City of Dallas
Dallas, Texas

Gregory M. St. L. O'Brien, Chancellor
University of New Orleans
New Orleans, Louisiana

Bill Robinson, President
Louisiana Gaming & Economic Development Commission
New Orleans,Louisiana

Donald A. Shea, Executive Director
Downtown Development District
New Orleans, Louisiana

Andrew S. Tod, V.P. Sales & Marketing
Philadelphia Convention & Visitors Bureau
Philadelphia, Pennsylvania

Tom Ventulett, Principal
Thompson, Ventulett, Stainback
Atlanta, Georgia

Sidney L. White, Principal
Economics Research Associates
Los Angeles, California

April Young, Director
Virginia Department of Economic Development
Richmond, Virginia

SPONSORS:

The National Council for Urban Economic Development (CUED), founded in 1967, is a national membership organization serving public and private participants in economic development. CUED provides information to its members who build local economies [illegible]gh the tools used to [illegible] attract and retain jobs.

The Downtown Development District (DDD), is a special taxing district created by the City of New Orleans to provide capital projects and services to improve New Orleans' Central Business District as a business, cultural and residential area and to maintain downtown's role as the pulse of New Orleans.

HOTEL INFORMATION

CUED's conference site, **The Holiday Inn Crowne Plaza,** 333 Poydras, is located in downtown New Orleans, next door to Rivergate, 3 blocks from the French Quarter, and 2 blocks from Canal Place and the Aquarium of the Americas. **The Holiday Inn Crowne Plaza** has set aside rooms for CUED conference attendees at a special rate of $89 single/double. Room reservations must be made by **August 31, 1993** by calling the hotel directly at **(800) 522-6963** or **(504) 525-9444** and informing them you are attending the CUED meeting. Reservations made after August 31 are subject to availability of both rooms and rates.

AIRLINE DISCOUNT

United Airlines will offer CUED Conference attendees a 5% discount off its already discounted fares and 10% off regular coach fares. Help support CUED by making your reservations through United Airlines's Meeting Desk at **1-(800)-521-4041.** Please be sure to reference CUED's ID number 531UE.

NEW ORLEANS

New Orleans is noted for its food, its music...and fun. A stroll through the French Quarter finds the finest in haute cuisine, Creole and Cajun cooking and beignets at a sidewalk café; the carnival atmosphere of nightclubs and music halls and the peaceful, old world charm of antique shops and art galleries. You can take the St. Charles Avenue Streetcar uptown to the Garden District and its stately homes or take a steamboat cruise on the Mississippi. Visit the Aquarium of the Americas, a state-of-the-art marine facility located at the foot of Canal Street. You'll find New Orleans' downtown to be convenient, compact, and truly unique. And New Orleans at night must be seen to be believed!

National Council for Urban Economic Development
1730 K Street N.W.
Washington, DC 20006
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TOURISM AND GAMING
STRATEGIES FOR ECONOMIC DEVELOPMENT

Who Should Attend?

- Tourism Directors
- Community Development Directors
- Redevelopment Officials
- Business Leaders
- Local Economic Development Leaders
- Downtown Managers
- Chamber of Commerce Executives
- [illegible] Economic Development [illegible]als

TOURISM is being recognized as one of the mainstays of economic development, as both a revenue-producer, and as a viable development strategy.

A new addition to the tourism mix is the gaming industry. Casinos are cropping up everywhere from mountain saloons to Mississippi riverboats. In the past three years, legal casinos have opened in 14 states and the number of casinos operating on Indian Reservations has skyrocketed. The proliferation of gaming has been driven by the need for revenue, but provides other potential benefits as well as pitfalls. Is gaming a viable economic development strategy or is the market already saturated?

In using tourism and gaming as economic development strategies, communities must package themselves as viable destinations that appeal to residents and travelers. What are the components of a successful tourism strategy? Which components of the strategy can economic developers supply or enhance? This conference will provide an opportunity for you to discuss and evaluate both tourism and gaming as development strategies. Specifically, how do you evaluate your community's tourism potential? What are the projects that need to be put in place and how do you make them happen? Can gaming work in your community and how can you successfully link it with tourism development? What is the economic developer's role in making tourism happen?

Join us in New Orleans, one of the country's hottest tourist destinations, and learn first-hand about that city's tourism and gaming strategy.

PROGRAM

Sunday, September 26

2:00 - 4:30 p.m.: French Quarter Walking Tour

See the historic sights in the Vieux Carre. Our guided tour will include two homes and/or courtyards not open to the general public. (Fee: $15 members, $20 non-members)

Monday, September 27

8:30 - 9:15 a.m.: Welcome and Keynote

Putting the Attractions in Place

9:15 - 10:30 a.m.: Sports Facilities, Cultural Facilities, Aquariums and Museums

Large-scale or new attractions are often the cornerstone of a tourism strategy. How do you determine the feasibility of these projects and identify the kinds of facilities which best serve your potential clientele? How do you design a marketing strategy and establish the programming necessary to make the project successful? What are the differing impacts from different kinds and sizes of facilities? How do you build the community commitment and find the financing to get the project off the ground? And what private spin-off development can be expected?

10:45 a.m. - 12:00 noon: Convention Facilities and Hotels

Convention centers and the business they bring have been a primary economic development activity of the last decade. What is the convention and hotel market and where is it going? How do you realistically assess your market for conventions and meetings? Is bigger really better? What is the potential of existing facilities and for using conventions to increase tourism? What are the possibilities for mixed-use convention centers? How are convention centers being financed?

Noon - 2:00 p.m.: Luncheon:
The Potential of Gaming as an Economic Development Strategy

The Gaming Economic Development Strategy

2:00 - 3:30 p.m.: The Potential and Pitfalls of Gaming

The increased interest in gaming is driven by a need for revenue. A gaming strategy requires that values and revenues from leasing can you expect? What are the probable capital and operating costs? What are the impacts in terms of employment and spinoff businesses?

3:45 - 5:00 p.m.: Implementing the Gaming Strategy

Gaming can be an effective part of an economic development strategy if the right linkages are made in the context of an overall tourism strategy. What are the planning and environmental considerations that go into a gaming and economic development strategy? For waterfront attractions, how do you obtain the necessary approvals and preserve waterfront access? How do you link other attractions to the gaming anchor, leverage the gaming facility to enhance heritage attractions and create a "hot" development site?

5:00 - 6:30 p.m.: Reception

Tuesday, September 28

Making Tourism Happen

9:00 - 10:30 a.m.: Financing and Community Commitment

There are a variety of options for financing a tourism strategy, but first there needs to be community support for the strategy and its components. How do you demonstrate the benefits of tourism to foster that support? How do you attract a broad base of support in the community? What are the characteristics of financing for tourism projects? Case studies of creative financing will be presented to illustrate all the elements of a financing strategy.

10:45 - 12 noon: Successful Promotion of Tourism

Promotion and management are on-going requirements to a successful tourism strategy. How do you package the community to promote the concept of the "total tourism experience?" What is the media's role and how do you integrate promotion efforts with the media? What are the most successful approaches to coordinating and financing the management of tourism activities?

1:30 - 4:30 p.m.: Workshop: Negotiating the Gaming Deal

This workshop will cover the steps to developing a gaming project with an emphasis on obtaining the maximum benefits for the community. The items to be discussed include: preparing the request to developers, proposal evaluation, setting the project criteria, and insuring developer performance. In addition, there will be small group discussions of site and environmental

REGISTRATION FEES

Conference fee includes single registration fee, course materials, all coffee breaks, Monday lunch and a cocktail reception.

	Before 9/3/93	After 9/3/93
Conference Fees:		
CUED Member Rate**	$325	$400
Non-member Rate	$360	$435
Workshop:	$40	$50
Tour:	$15 member/$20 non-member	

**To receive member discount, the conference attendee must be a CUED member. Only Expanded Services members are entitled to transfer the discount within the organization.

REGISTRATION FORM

Mail this form with a check or purchase order to:

New Orleans Conference Registrar
National Council for Urban Economic Development
1730 K Street, N.W. Suite 915
Washington, D.C. 20006

1. Fill out a Registration Form for each attendee. Use photocopies if necessary. Registrations may be faxed to (202) 223-4745. Payment must follow.

2. Send the form and a check or purchase order payable to the National Council for Urban Economic Development. No one will be admitted to the conference without payment.

3. Fees: Registrations received through 9/3/93 qualify for the reduced early registration fee. Please call for reduced rates on blocks of three or more attending from the same organization.

4. Cancellation Policy: Refunds of registration payments will be made less a $60 administrative charge for cancellations made by 9/10/93. After this date no refunds will be made.

REGISTRATION INFORMATION: (202) 223-4735

Name _____

First Name for Nametag _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Phone/Fax # _____

❑ Please send membership information.

Enclosed is:

$_____ for Conference Fee

$_____ for Workshop

$_____ for Tour

$_____ TOTAL amount of check or p.o. (must be U.S. dollars)

2 3 1993

ddd

own Development
r of New Orleans

National Council for Urban
Economic Development
1730 K Street N.W.
Washington, DC 20006

2.4(b)

Hamilton
Entertainment
and Convention
Facilities Inc.

HECFI Corporate Offices
101 York Blvd.
HAMILTON, ONTARIO
CANADA L8R 3L4
Tel. 416/546-4000
Fax 416/527-6856

August 9, 1993

Alderman Don Ross
THE CORPORATION OF THE
CITY OF HAMILTON

Dear Alderman Ross:

I am writing to advise you that, effective immediately, I am resigning as a citizen appointee to the Tourism and Convention Advisory Board. I have found my day to day work load increasing substantially and, as a result, unable to meet the requirements of this very important Board.

I wish to take this opportunity to thank all members of the Economic Development Committee for allowing me to serve on this Board for the past year.

Sincerely,

Gabe Macaluso

Gabe Macaluso
Managing Director/CEO

GM/jc

cc: Tourism and Convention Advisory Board
L. Sohal, Legislative Assistant, Office of the Regional Clerk
Regional Municipality of Hamilton-Wentworth

(JULY) CONVENTIONS WORK PLANS

PROGRAM	TASK	DESCRIPTION	DATE	STAFI
PUBLIC AWARENESS				
1.	MEDIA	- Plan	Complete	Joe/EB
2.	PRESENTATIONS			
		- service groups	Complete	EB/NY
		- charitable organizations & associations	Complete	EB/NY
		- sports groups, local shopping centres		
3.	DIRECT SALES			
		- local hospitals, educational facilities	Complete	EB/NY
		- associations	Ongoing	WD/NY
		- service groups		
		- sports administrators	Complete	EB/NY
		- join Ham Public Relations Society	Complete	EB
		- Establish Local Data Bank	Ongoing	EB/WD/NY/AH
		- form produced & system est.	Complete	EB/WD/NY/AH
		- report system & mailing list to Industry Partners	Aug 20	WD/AH
4.	LOCAL AWARENESS CAMPAIGN			
		- Determine new ideas 93/94 program	Complete	DK/EB
		- Explore partnership opport.'s with local media	Aug 30	EB
		- Finalize budget with Mgr Hospitality Partners	Aug 30	EB
		- Appoint Committee Members	Aug 30	EB/DK
		- Develop & approve local media campaign	Aug 30	EB/Joe
		- Decide most effective time to launch campaign & conduct award ceremonies	Aug 30	EB/Joe/DK
		- Prepare Ambassador List	TBD	DK
		- Location/date/menu/entertain theme/decor	TBD	DK

24(c)

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
PUBLIC AWARENESS continued...				
		- Invitations/Marketplace/Ambass Awards Order	TBD	DK
		- Follow up calls - qualify Amb	TBD	DK
		- Conclude follow up calls	TBD	DK
		- List of VIP Invitations	TBD	DK
		- MC/speaker/photographer	TBD	DK
		- Print programme	TBD	
5.	SKYLINE (tourism)	2nd Quarterly Issue		
		- articles (on disk) TO DIANNA		
		- final proof to Joe/Scott		
		- Colour Approval		
		- To Print		
		- Delivery of Skyline	Complete	CK
6.	PROMOTIONS (McMaster Reception)	- determine date, venue theme and participants	Fall	NY
		- Chairmans letter - coordinate invite list with Mac PR dept.	Complete	NY
		- decide menu, entertainment, speakers	Complete	NY
		- complete agenda, format, speeches	Complete	NY
		- Reception	Fall	NY
		- follow up	Fall	NY
	(McMaster Promotion)	- Place ad in Courier	Complete	NY
		- Obtain letter from Chairman to Dr. Heidlebrecht, VP & Provost McMaster	Complete	NY
		- Obtain letter from above	Complete	
		- Produce Data Cards	Complete	
		- Participate in a poster session at McMaster Tricennial Conf	Aug 19	WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

CONVENTION SALES

1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD/NY/AH
		- entertain possible repeat clients	On-going	EB/NY/WD/AH
		- Telemarketing Cold Calls	On-going	NY/WD
		- Respond to local leads	On-going	NY/WD
		- Scheduled Sales Calls	On-going	NY/WD
		- Site Inspections	On-going	NY/WD
		- Bid Presentations & Preparations	On-going	NY/WD
2.	RECEPTIONS			
		- Organize Ottawa Promo	Complete	EB
		- determine venue, theme partners & guests for **T.O. Promo**	Complete	EB
		- design invites, coordinate mailing list, menu, entertain. name badges, gifts	Complete	EB/WD
		- RSVP coordination	Complete	EB/WD
		- EVENT	Complete	EB/WD
		- Follow up clients	Complete	EB/WD
		- invoice partners	Complete	EB
		- determine venue, theme, date, partners & guests for **Ottawa Sports Promo**	Cancelled due to Budget restrictions	EB
		- design invites, coordinate mail list, menu, entertain., name badges, gifts	n/a	EB
		- RSVP coordination	n/a	EB/WD
		- EVENT	n/a	WD/AH
		- follow up clients	n/a	WD/AH
		- invoice partners	n/a	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
3.	FAM TOURS			
		David Copperfield Fam	Complete	NY
		Celebrate Fam		
		- determine angle of media piece & participating partners	TBD	EB
		- work with Janet re. invites	CCXD	EB/JF
		- coordinate tkt selection, hotel accommodation	CCXD	EB
		- RSVP coordination	CCXD	EB
		- Airshow Fam	Complete	EB/JF
		- accompanying site inspect., follow up with clients	ongoing thru Aug 31	EB/WD/JOE
		CCMA Fam		
		- determine coop partners design invitations, coordinate tkts & mailing list	TBD	EB/DK
		- coordinate RSVPs, hotel accommodation, accompanying site inspect.	re: Budget Aug 30	EB
		- follow up client, invoice partners	Sep 30	EB
		Sinatra Fam		
		- Order Tickets	Complete	EB
		- determine coop partners design invites,	Complete	EB
		- coordinate RSVP, hotel accommodation, accompanying site inspection	Sep 15	EB
		- follow up clients, invoice partners	Oct 15	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	MARKETPLACES/TRADESHOWS			
		RCMA -Chicago	Complete	NY
		OCVA - Toronto	Complete	NY
		CSAE - Halifax		
		- determine coop partners	Complete	EB/Joe
		- secure space allocation	Complete	Joe/WD
		- select theme & source		
		- determine booth construction & transportation arrangements		
		- discuss set up & tear down	Complete	EB
		- develop direct mail piece		
		- determine clothing for booth, giveaways		
		- sponsorship of 1st Timer's Breakfast	Cancelled	EB
		- arrange meal, invitees, partners	N/A	EB
		- lead follow up tradeshow	Aug 20	EB
		- invoice partners	Sep 15	EB
5.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	Complete	EB
		- administer reserv of ad space	Complete	EB
		- liaise with Ad agency	Ongoing	EB
6.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	DK
		- Conv Services Brochure, Approve corrections (OK&D)	On Hold Complete	DK DK
		- Contact Mtg Planner for new photograph copy	On Hold	DK
		- go to print	On Hold	DK
		- Product complete & Available	On Hold	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	DIRECT MAIL PIECE			
		MAGAZINE INSERT (CSAE)		
		- determine target markets according to use ie sales promo, new clients etc.	Complete	EB
		- determine nature of funding ie cooperative or sole effort	Complete	EB
		- determine budget	Complete	EB/Joe
		- determine theme	Complete	EB
		- Meet with partners	Complete	EB
		- proof final design with agency	Complete	EB
		- distribution method	Complete	EB
		- print run	Complete	EB
8.	GREATER HAMILTON SPORTS CORPORATION LIAISON			
		- meet with Don Bowman to attract sporting events to GH facilities, strategic approach	Complete	EB
		- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups	On-going	EB/WD
		- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	On-going	EB

CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	SERVICES	(HOUSING)		
		Cdn Library Assn	Jun	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Complete	DK
		Ont Motor Coach Assn	Nov	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	May/Nov	DK
		Assn of Municipalities of Ont	Aug	
		- Contact made with AMO	Complete	DK
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued...				
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Jun/Aug	DK
3.	CONVENTION BUILDING			
		- Country Radio Seminar Nashville (Mar 3-6)	Complete	DK
		- American Society of Foundrymen Chicago	Complete	DK
		- Intern'l Science & Eng Fair Gulf Port, Miss	Complete	DK
		- Cdn Laboratory Science Animals Montreal	Complete	DK
		- Intern'l School Games Germany	CCXD	DK
		- Cdn Assn of Fire Chiefs Quebec City	Jul 31-Aug 05	DK
		- Nat'l Square Dance Campers Hamburg, NY	Complete	DK
		- Cdn Anaesthetists Assn	August	DK
		- Nat'l SKAL Club of Canada Sask	Sep 22-25	DK/JOE
		- Ont Home Builders Assn Niagara Falls, Ont	Oct 5-8	DK
		- Intern'l Bocce Championship	Oct	DK/JOE
	POST CONVENTION SURVEY			
		- Contact Convention Bureaux for sample	Complete	DK
		- Discuss/approval by Mgr	Complete	DK
		- Print forms	Complete	DK
		- Follow up procedure	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued..				
4.	VOLUNTEERS (LH)			
		- Registrations, set-up & implementation, info tables, Ottroc specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program Motivational seminar	Nov	DK/JHC
		- Attend monthly meeting	Monthly	DK/JHC
		- LH Appreciation Dinner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION				
1.	VIDEO UPDATE			
		- consult agency re script, setting, actors	Complete	EB/NY
		- assist with obtaining footage of venues	Complete	EB
		- supervise production & budget		
		- approval of script	Complete	EB
		- approve final production	Complete	EB
		- completion of video	Aug 15	EB
2.	SUBSIDY GRANTS			
		- conclude current agreement with Ministry of Tourism, Cult & Rec	Complete	EB
		- renegotiate agreement for 93/94 cost sharing agreement	N/A	EB
4.	BID PRESENTATIONS (New Bids) *Updated Monthly -*		JULY	
		- Assn of Public Administration	Complete	NY
		- Cdn Society of Association Exec Winter Mgmt Conference	Complete	NY
		- Ont. Professional Planners Inst.	Complete	NY
		- Cdn Industrial Transp. League	Complete	NY
		- Ont Workers Arts & Heritage Centre	Complete	NY
		- NHL Referees Training Camp	Ongoing	EB
		- Cdn Celiac Assn.	Ongoing	WD
		- Amateur Wine Makers Assn Ont	Ongoing	NY
		- Alliance of Cdn Travel Assn	Ongoing	NY
		- Home Child Care Assn Ont.	Ongoing	NY
		- Intern'l Police Assn Friendship Week - Israel Section	Ongoing	NY
		- Recycling Council of Ont	Ongoing	WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
	BID PRESENTATIONS Cont'd		JULY	
		- Digital Equip of Canada Ltd. Sales Meeting	Ongoing	WD
		- Ont Recreation Facilities Assoc	Ongoing	WD
		- Intern'l Fed. of Netball Assoc	Ongoing	WD
		- Intern'l Aviation & Aerospace Industry Exhibition & Seminar	Complete	WD
5.	MARKETING COMMITTEES			
		- Meeting space, agenda, minutes, reports	Monthly Jul 06	DK/NY/EB/WD/AH
6.	CONVENTION DISPLAYS			
		- Maintain calendars for each	Ongoing	CK
		- Est upgrade-INSTAND pop-up	Ongoing	DK
		- Obtain approval from Mgr/Budget changes to structure	On Hold	DK
		- Provide ideas for pictures, panels, signage		
		- Place order		
		- Product ready		
		- Ascertain Budget-TABLE TOP		
		- Obtain Estimates		
		- Provide ideas for pictures, jointly with dept staff		
		- Place Order		
		- Product ready		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	CONVENTION LIST UPDATE/STATISTICS			
		- Update 2 conv lists	Ongoing	AP
		- Compile & maintain info on conventions booked	weekly	DK
		- track # of delegates/spectators	Ongoing	DK
		- Econ Impact after Convention	Ongoing	DK
		- Econ Impact prior Convention being held for sourcing grants	Ongoing	DK
8.	ARTICLES LOCAL PUBLICATIONS	- Media Listing etc.	TBD	INFO PERSON

(JULY) TOURISM WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer	complete	AB
		- Travel Trade		
		Sell Concept to Partners	complete	AB
		Design Visual Program		
		- Letterhead		
		- Postcards	complete	AB
		- Brochures		
		Invoice Partners	Complete	AB
		Brochure Distribution	Complete	AB/NS/JHC
		Design Ads for Newspaper, Radio	Complete	AB
		Newspaper, Radio	Complete	AB
			Complete	AB
			Complete	AB
			Aug 01-22	AB
		Economic Impact Study		
		- terms of reference	Complete	AB
		- bids	Complete	AB
		- start of study	Complete	AB
		Celebrate '94		AB
	TATTOO	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency Procedures	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public Relations	Complete	AB
Sponsorship	Complete	AB
Promotions	Complete	AB
Social Service Organizations	n/a	AB
Logos, Graphics & Design Program	Complete	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
	AQUAFEST	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure	Complete	AB
		Bids, Proposals & Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Aug 30	AB
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency/Proceed	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB
		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	Complete	AB
		Logos, Graphics & Design Program	Complete	AB
		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	Complete	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	Complete	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
2.	MEDIA PROGRAM	- Media Plan	Complete	Joe
		- discuss with OK&D ad for OMCTR "Theatre in Ont"	Complete	JF
		- discuss with OK&D, ad for OMCA's review Magazine	Cancelled	JF
3.	BROCHURE DEVELOPMENT - Updates		Complete	Joe
		Festival & Events		
		- dining guide revisions/print	Complete	JHC
		- accommod. guide revision	Sep 30	JHC
		- Group Planners Guide	October	JF/AB/NS
4.	VIDEO UPDATE			
		- Revised Version	Complete	JF/AB
5.	SCHED SALES BLITZ	**Toronto promotion**		
		- plan & execute		
		- Committee established	Complete	JF
		Michigan promotion	Cancelled	JF
		- plan & execute		
		- Committee established		
		- Funding to be explored		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
6.	FAM TOURS	- Contact with **OMCTR** re. overseas fams to Southern Ont.	Ongoing	JF
		Love's Fam (Greensburg, PA) Festival Country - organizer	Complete	JF
		Celebrate - to be planned for months of June	Complete	JF
		Prospect Ont. - pre & post - Festival Country - organizer - Optional fam tour for buyers	Jul/Aug Cancelled Cancelled (no participants)	JF
		Peter Pan - Springfield, MA. - 3 Regions - organizer (Hamilton, K-W & London)	Aug 9/10	JF
		OMCA	Nov 01	
		- Planning		JF
		- Execute		JF
		- Theatre Aquarius/OMCTR Night	Nov 09	JF
7.	MARKETPLACES/TRADESHOWS			
		- Spotlight Canada in Rochester and Buffalo, New York	Complete	JHC
		- London Free Press Show	Complete	JHC
		- Sport Summit	Complete	Joe
		- TIAC	Complete	Joe/AB
		- Theatre in Ont. Mktplace, T.O.	Complete	JF
		- New Engl. Tradeshow, Boston	Complete	JF
		- Trvl Expo, Catskills, NY (coop)	Complete	JF
		- Cleveland Plain Dealer Show	Complete	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		MARKETPLACES/TRADESHOWS cont'd		
		- Cleveland Sports Show	Complete	NS
		- Pittsburgh Consulate Show	Complete	JF
		- Prospect Ontario, Toronto	Complete	JF
		- National Tour Assn. Birmingham, Alabama	Complete	JF
		- Rendezvous Canada Winnipeg, Manitoba	Complete	JF
		- Erie County Fair (co-op) Hamburg, NY	Aug 12-13	JF/JHC
		- Spectator Travel Show (co-op) Hamilton	Sep 17-19	JF/JHC
		- Great Day Tours Cleveland, Ohio	Cancelled	JF/JHC
		- Ont Marketplace Collingwood, Ont	Sep 19-21	JF
		- Bievnenue Quebec Montreal	Oct 18-20	JF
		- National Tour Assn Atlantic City, NJ	Nov	Joe
		- Ontario Motorcoach Assn Hamilton	Nov 01-04	JF
		- American Bus Assn Montreal	Dec 05-10	JF
8.	SALES DEVELOPMENT	- Niagara Falls & RBG Floral	Aug	JF
		- Native Tours	Sep	JF
		- Develop itineraries for Overseas Market	Sep	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES				
1.	INFO CENTRES	- order Ministry publications for the summer season for TIC's	Complete	JHC
		- design appropriate recording chart(s) for statistics	Sep 06	JHC
		- make preparations for opening Fifty Road T.I.C. May 1	Complete	JHC
		- make preparations for opening RBG and ALS T.I.C. for Jun 5	Complete	JHC
		- research the potential for selling merchandise at the T.I.C's, prepare report	Dec 20	JHC/AB
		- needs assessment survey for selling merchandise	Sep 30	JHC
		- operating of Downtown Centre	ongoing	JHC
		- report visitor inquiry stats	ongoing	JHC
		- answering of inquiries	ongoing	JHC
		- close 50 Rd, RBG & ALS	Sep 06	JHC
		- student evaluations	Sep 06	JHC
		- report on 50 Road	Sep 24	JHC
	Souvenirs	- Develop report on feasibility of souvenir sales at the TIC's	Dec 15	AB/JHC
		- Survey developed	Complete	AB
2.	STEP ON GUIDE PROGRAM			
		- to design city tour & formally train/certify 5-8 tour guides	end of '93	JF/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
3.	LADY HAMILTONS	- attend Lady Hamilton Executive meetings, 1st Tue afternoon each month	ongoing	JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC
		- prepare training session for working at TIC	Aug 31	JHC
		- L.H. training sessions	Sep 30	JHC
4.	STUDENTS/CEIC	CEIC Application - design program, - quotes from teachers & supplier	Complete	AB
		CEIC Hiring	Complete	AB
		CEIC Program	Complete	AB
		CEIC Finish	Feb 94	AB
		Summer Student		AB/JHC
		Summer Student Finishing	Sep 06	AB/JHC
		- interview and hire staff for Fifty Road TIC	Complete	JHC
		- prepare work schedule for Fifty Road Info Centre for May	Complete	JHC
		- interview summer students	Complete	JHC
		- prepare Jun training for summer Travel Counsellors	Complete	JHC
		- direct, monitor & evaluate Hill Park co-op student	Complete	JHC
		- run training for summer staff	Complete	JHC
		- Open RBG & ALS TIC's	Complete	JHC
		- CEIC student activities/projects	Feb 94	JF/AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
5.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country and CTM	Complete	JHC
		- distribute Celebrate'93 broch.	Ongoing to Sep	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- delivery & mailings of brochure requests	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	Sep 06	JHC
		- CTM (Brochure Dist. Co.) to Southern Ont & Boarder States	October	JF/AB
6.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
		- Arrange for info tables at area attractions as req'd	Ongoing	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
7.	STATISTICAL RECORDING & ANALYSIS	- develop New Statistical form	Complete	AB/NS
		- Inform industry on changes to recording format & why	Complete	AB
		- monitor industry for return of information	Monthly	AB
		- Compile monthly statistics	Monthly	
		• general attendance - attractions		
		• general attendance - major festivals		
		• general attendance - entertainment		
		• motorcoach tours - individual destinations		
		• motorcoach tours - a) room nights		
		Day trips:		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		
		• No. of employees		
		- Develop recording & tracking system for tour operators	Sep 30	AB
		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS				
1.	AWARENESS WEEK	Tourism Awareness Week	Cancelled	JF
		Present Hosp Industry Awards	Complete	JF
2.	MEDIA	Tourism Awareness Week	Complete	
		Compile event info	Monthly	AB
3.	EVENT LINE	Compile Monthly Event Information	Monthly	AB
		Deliver to Spec-Tel	Monthly	AB
		Monitor line	On-going	AB
		Compile Spec-tel Statistics	Monthly	AB
4.	EVENT BROCHURE	Contact industry for event info	Complete	AB
		Compile information	Complete	AB
		Desk-top publication	Complete	AB
		Print EVENT BOOK Jul-Dec	Complete	AB
		Distribute publication	Complete	AB
		Distribute publication	Complete	JHC
		Contact industry for event information	Sep 05	AB
		Compile information	Oct - Nov	AB
		Desk-top publication	Nov 15	AB
		Print Publication	Nov 30	AB
		Distribute publication	Dec 15	AB/JHC

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Ruth Greenwood
Hamilton Public Library
2nd Fl., 55 York Blvd
Hamilton, Ontario
L8R 3K1

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TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

A G E N D A

DATE:	Thursday, August 5, 1993	
TIME:	8:00 o'clock a.m.	
PLACE:	15th Floor Committee Room Regional Offices	

URBAN M...
JUL 1993
GOVERNMENT DOCUMENTS

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1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act

b) **Minutes** of the June 3, 1993 meeting of the Tourism and Conventions Development Advisory Board.

c) **Minutes** of the June 10, 1993 Special meeting of the Tourism and Conventions Development Advisory Board.

d) **Minutes** of the July 2, 1993 meeting of the Tourism and Conventions Development Advisory Board.

e) Business arising from previous Minutes

2. BUSINESS ITEMS

2.1 Tourism and Convention Services - Budget

P. Mercanti to address the Advisory Board

2.2 Confederation Park Development

Note: A copy of the final recommendation adopted by Regional Council, at its meeting held on Tuesday, June 15, 1993, is attached for the information of the Advisory Board.

2.3 Chairmanship of the Tourism and Convention Development Advisory Board

That a citizen member of the Tourism and Convention Development Advisory Board be appointed as the Chairman of the Advisory Board with a term of office from July 1, 1993 to June 30, 1994.

2.4 Correspondence from Mr. Jim Awad, General Manager, Sheraton Hamilton Hotel, addressed to J. Schatz, Chief Administrative Officer, City of Hamilton, respecting the Special Events Subsidy fund for 1994.

Mr. Catalano to address the Committee.

2.5 Name the Mascot Contest - To be distributed

a) That the name for "Name the Mascot Contest" as part of the Celebrate Program "SOHO" (Spirit of Hamilton Ontario), be adopted;

b) That Ms. Judy Roscoe of Dundas, Ontario be awarded the Grand Prize of a tourism package valued at $150 for her submission of the name "SOHO" (Spirit of Hamilton Ontario).

2.6 jobsOntario Community Action Program - To be distributed

Ann Croteau, representing the Ministry of Tourism and Recreation, to address the Advisory Committee.

2.7 Fair Exchange Program - To be distributed

Ann Croteau, representing the Ministry of Tourism and Recreation, to address the Advisory Committee.

3. OTHER BUSINESS

Next meeting: Thursday, September 2, 1993 - 8:00 a.m.

Location: 15th Floor Committee Room
Regional Offices

4. ADJOURNMENT

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MINUTES OF THE TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

The Tourism and Conventions Development Advisory Board met on Thursday, June 3, 1993, 12:00 o'clock Noon at the African Lion Safari.

Present: Chairman P. Mercanti
Vice-Chairman M. Tsangarakis
D. Brocker, D. Dailley, K. Gregg, G. Macaluso,

Also Present: Messrs. N. Catalano, J. Fardell;
Mmes. A. Bradford, A. Croteau, L. Sohal

1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act: None.

b) **Minutes** of the May 6, 1993 meeting of the Tourism and Conventions Development Advisory Board.

(Macaluso/Dailley) be received and adopted as presented. **CARRIED.**

c) Business arising from previous Minutes

- Chairman Mercanti expressed his appreciation respecting the duties performed by Mrs. Mary Gallagher as the Legislative Assistant to the Advisory Board. He also took this opportunity to welcome Ms. Lynda Sohal as the new Legislative Assistant to the Advisory Board.

- Chairman Mercanti welcomed Mr. Jim Awad, Sheraton Hamilton, representing the hotel industry, as an additional member of the Advisory Board.

2. For the Information of the Board:

2.1 That the following items be received:

(Gregg/Macaluso)

a) Fair Exchange System - U.S. Dollar Convertor, Royal Bank

Discussion took place regarding a program established 10 years ago by the Festival of Country entitled "We Treat you Royally" outlining the importance of consistency of exchange rates amongst all of the hotels in a community.

Members of the Advisory Board agreed that it is essential to educate the public about the importance of fair exchange and it was suggested that articles and pamphlets be utilized to publicize this information. Joe Fardell advised that he would investigate the feasibility of establishing such a program by obtaining feedback from representatives of the various Business Improvement Areas (BIA's) and the hotel industry. Mr. Fardell further advised that he would investigate the possibility of implementing this type of program in the 1994 Marketing Plan.

b) Convention Work Plans '93 - Economic Development Department

Joe Fardell advised that the Work Plan is utilized as a monthly guideline for staff regarding upcoming work plans for the Department. He also advised that a copy would be forwarded to the Advisory Board on a monthly basis as an information update.

c) Report from E.M. Gill, Senior Director of Road to the Transportation Services Committee respecting Queen Elizabeth Highway Roadway Signing

d) Regional Municipality of Waterloo - Pubic Information Centre - Off Road Services and Facilities Signing Policy

e) 1991 Accommodation Impact Study - Regional Municipality of Hamilton-Wentworth and Ministry of Tourism and Recreation

CARRIED.

New Business #1 Confederation Park Development

Note: Mr. N. Catalano provided the Advisory Board with an information update of the current status of this project. He outlined the history of this project and the Region's present position. An invitation was extended to Chairman Mercanti and all members of the Advisory Board to attend the Economic Development and Planning Committee on Monday, June 7, 1993 at 1:30 p.m., 15th Floor Committee Room, Regional Offices.

(Macaluso/Tsangarakis)

a) That the Economic Development and Planning Committee be requested to defer any decision on the Confederation Park Development to provide the Tourism and Conventions Development Task Force with an opportunity to prepare a response to the Committee respecting the severe possible implications that may be involved in proceeding with this project;

b) That Peter Mercanti be requested to attend the June 7, 1993 meeting of the Economic Development and Planning Committee to address the concerns of the Tourism and Conventions Development Task Force respecting this issue.
CARRIED.

New Business #2 Change of Meeting Time

(Tsangarakis/Macaluso)

That the meeting time for all future meetings of the Tourism and Convention Development Advisory Board be changed to 5:00 p.m. or 8:00 a.m. (in that order of preference). **CARRIED.**

3. OTHER BUSINESS

Next meeting: Friday, July 2, 1993

Location: 15th Floor Committee Room
Regional Offices

4. ADJOURNMENT

On motion **(Awad/Gregg)** the Committee adjourned at 1:40 p.m. **CARRIED.**

_____
Chairman

_____
Secretary

1c

MINUTES OF THE SPECIAL TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD MEETING

The Tourism and Conventions Development Advisory Board held a Special Meeting on Thursday, June 10, 1993, 12:00 o'clock Noon at the Centre Ballroom, Sheraton Hamilton.

Present:	Chairman P. Mercanti Vice-Chairman M. Tsangarakis J. Awad, D. Brocker, K. Gregg, G. Macaluso
Absent with Regrets:	D. Dailley, B. Adamczyk
Also Present:	Councillors T. Anderson, H. Merling Messrs. N. Catalano Mme. L. Sohal

PURPOSE:

Chairman Mercanti advised the members of the Committee and guests that the purpose of this special meeting was to address the issue of the Confederation Park Development Project that was presented to the Economic Development and Planning Committee at its meeting held on Monday, June 7, 1993, and the potential affects this project may have on everyone in the hospitality industry.

The Advisory Board was concerned that they were not consulted regarding the proposed Confederation Park Development project. It was felt that the Advisory Board should have been given an opportunity to discuss the relevant details of the proposal, especially with the extensive experience of the members.

INTRODUCTIONS:

Chairman Mercanti took the opportunity to welcome the various guests from the hospitality industry that were invited to attend the meeting. The following representatives were in attendance:

NAME	ORGANIZATION REPRESENTED
Gino S. Cosentino	University Marketing Researcher of Canada
Carolin D. Jabra	Admiral Inn - Hamilton
D. Carol Tandarich	Visitors Inn - Hamilton
Paul Lewis Settimi, Counsel	Laborer's International Union of North America, Local 837
Kathy Drewitt	Hamilton District Chamber of Commerce
Viviene Johnson	Jackson Square
Marian Falcon	Holiday Inn
Steve Bowers	Holiday Inn
Marvin Ryder	H.E.C.F.I.

Mr. N. Catalano, Director of the Economic Development Department, provided the Advisory Board with an outline of the details of the Confederation Park Development proposal including its history, development and current status.

An open discussion took place and the following points were made:

FACTS:

- Land is owned by the Regional Municipality of Hamilton-Wentworth.
- Land is being leased to the proponents.
- Land is being managed by the Hamilton-Wentworth Region Conservation Authority.
- Staff advised that this project will focus on ethnic weddings/banquets and bus tours the primary focus being on the bus tour market.
- Currently the bus tour market is by-passing the Hamilton-Wentworth area and proceeding to the Toronto and Niagara Falls areas. It is desired to provide the destination facility to encourage this segment of the market to visit the Hamilton-Wentworth area.
- No specific studies have been undertaken by the Economic Development Department regarding this facility.
- Staff advised that under the direction of Regional Council the project was tendered in 1988.
- Staff advised that an amendment was made at the Economic Development and Planning Committee meeting to ensure that the hotel accommodation is running and useable prior to the banquet/convention facilities being permitted to open.
- In 1989 Laventhol & Horvath Consultants were hired jointly by the Regional Municipality of Hamilton-Wentworth and Mrs. Mongeon to conduct a feasibility study regarding the development of a quality hotel and ancillary use facility on the proposed site.
- This study indicated that economic conditions did not support the development of such a facility at that time.

POSSIBLE DISADVANTAGES:

- City of Burlington could participate in some aggressive marketing and this venture could end up being more beneficial to them
- This venture would assist in attracting and stimulating the Tourism and Convention industry to the Burlington area
- Burlington would eagerly support soliciting conventions to be held at Confederation Park, however, the 50 room capacity at the hotel will be in overflow in no time and it would be necessary to consider alternative lodging - VOILA - Burlington Holiday Inn is 5 minutes away, and adjacent to Confederation Park is the Journey's End and Admiral Inn - both in Burlington

AREAS OF CONCERN:

- Cost for installation of water and sewer services
- Source of funding for these services
- Total amount to be spent for installation of these services is unrecoverable dollars to the taxpayers
- Bidding procedure that was followed is questionable
- Tendering process for the developer is questionable
- Original call was for a hotel only
- Studies outlining the possible impact to hotel & banquet industries are essential - there are no indications that any of the markets are getting any better - why were they not conducted
- Job creation for proposed location vs. job loss in downtown area

Mr. Catalano was questioned about the extent of his involvement and role with respect to Confederation Park Development Project and he advised the Advisory Board that the proposal is a result of direction from the political process (the Economic Development and Planning Committee and Regional Council).

Mr. G. Macaluso requested additional information respecting some of the issues that had been discussed during the meeting. He also advised that he would be consulting the Chamber of Commerce for their comments on this proposal.

Mr. Catalano advised the Advisory Board that if any of the members had specific questions or issues of concern that they wished to have addressed by staff, to have them forwarded to his attention, in writing, by Friday, June 11, 1993. He would then take all necessary steps to ensure that the appropriate background information was researched and forwarded to the members of the Tourism and Convention Development Advisory Board prior to the special meeting of the Economic Development and Planning Committee meeting scheduled for Tuesday, June 15, 1993 at 5:00 p.m., in Room 233, Hamilton City Hall.

(Awad/Brocker)

Confederation Park Development Proposal

That the Economic Development and Planning Committee be advised of the Tourism and Convention Development Advisory Board's strong opposition to the Confederation Park Development proposal.

The following vote was taken on the above motion:

Yeas: Awad, Brocker, Mercanti, Macaluso
Total Yeas: 4

Nays: Gregg, Tsangarakis
Total Nays: 2

By friendly amendment the following was added to the original motion:

"...as the Advisory Board was not provided adequate information in a sufficient time frame to allow deliberation of concerns with this proposal."

This item **CARRIED** on the following division:

Yeas: Awad, Brocker, Gregg, Mercanti, Macaluso, Tsangarakis
Total Yeas: 6

ADJOURNMENT

On motion (**Macaluso/Gregg**) the Committee adjourned at 2:20 p.m. **CARRIED.**

_____
Chairman

_____
Secretary

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MINUTES OF THE TOURISM AND CONVENTION DEVELOPMENT ADVISORY BOARD

The Tourism and Convention Development Advisory Board met on Friday, July 2, 1993, at 8:00 o'clock a.m., in the 15th Floor Committee Room, Regional Offices. There was no Quorum present 30 minutes after the appointed time. The Committee Secretary recorded the names of those present, and the meeting stood adjourned.

Present:	Chairman P. Mercanti K. Gregg, G. Macaluso
Absent with Regrets:	Vice-Chairman M. Tsangarakis B. Adamczyk, J. Awad, D. Brocker, D. Dailley
Also Present:	Messr. N. Catalano Mmes. E. Bidulka, L. Sohal

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Chairman

_____
Secretary

(JUNE'S) CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
PUBLIC AWARENESS				
1.	MEDIA	- Plan	Complete	Joe/EB
2.	PRESENTATIONS			
		- service groups	Complete	EB/NY
		- charitable organizations & associations	Complete	EB/NY
		- sports groups, local shopping centres		
3.	DIRECT SALES			
		- local hospitals, educational facilities	Complete	EB/NY
		- associations	Ongoing	WD/NY
		- service groups		
		- sports administrators	Complete	EB/NY
		- join Ham Public Relations Society	Complete	EB
		- Establish Local Data Bank	Ongoing	EB/WD/NY/AH
		- form produced & system est.	Complete	EB/WD/NY/AH
		- report system & mailing list to Industry Partners	Aug 20	WD/NY/AH
4.	LOCAL AWARENESS CAMPAIGN			
		- Determine new ideas 93/94 program	Complete	DK/EB
		- Explore partnership opport.'s with local media	Jul 30	EB
		- Finalize budget with Mgr Hospitality Partners	Jul 30	EB
		- Appoint Committee Members	Jul 30	EB/DK
		- Develop & approve local media campaign	Aug 30	EB/Joe
		- Decide most effective time to launch campaign & conduct award ceremonies	Aug 30	EB/Joe/DK
		- Prepare Ambassador List	TBD	DK
		- Location/date/menu/entertain theme/decor	TBD	DK

1.2

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
PUBLIC AWARENESS continued...				
		- Invitations/Marketplace/Ambass Awards Order	TBD	DK
		- Follow up calls - qualify Amb	TBD	DK
		- Conclude follow up calls	TBD	DK
		- List of VIP Invitations	TBD	DK
		- MC/speaker/photographer	TBD	DK
		- Print programme	TBD	
5.	SKYLINE (tourism)	2nd Quarterly Issue		
		- articles (on disk) TO DIANNA	Complete	CK
		- final proof to Joe/Scott	Jun 09	
		- Colour Approval	Jun 24	
		- To Print	Jun 25	
		- Delivery of Skyline	Jul 02	
6.	PROMOTIONS (McMaster Reception)	- determine date, venue theme and participants	Fall	NY
		- Chairmans letter - coordinate invite list with Mac PR dept.	Complete	NY
		- decide menu, entertainment, speakers	Complete	NY
		- complete agenda, format, speeches	Complete	NY
		- Reception	Fall	NY
		- follow up	Fall	NY
	(McMaster Promotion)	- Place ad in Courier	Complete	NY
		- Obtain letter from Chairman to Dr. Heidlebrecht, VP & Provost McMaster	Complete	NY
		- Obtain letter from above	Complete	
		- Produce Data Cards	Complete	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD/NY/AH
		- entertain possible repeat clients	On-going	EB/NY/WD/AH
		- Telemarketing Cold Calls	On-going	NY/WD
		- Respond to local leads	On-going	NY/WD
		- Scheduled Sales Calls	On-going	NY/WD
		- Site Inspections	On-going	NY/WD
		- Bid Presentations & Preparations	On-going	NY/WD
2.	RECEPTIONS			
		- Organize Ottawa Promo	Complete	EB
		- determine venue, theme partners & guests for **T.O. Promo**	Complete	EB
		- design invites, coordinate mailing list, menu, entertain. name badges, gifts	Complete	EB/WD
		- RSVP coordination	Complete	EB/WD
		- EVENT	Complete	EB/WD
		- Follow up clients	Complete	EB/WD
		- invoice partners	Complete	EB
		- determine venue, theme, date, partners & guests for **Ottawa Sports Promo**	Jul 30	EB
		- design invites, coordinate mail list, menu, entertain., name badges, gifts	Aug 30	EB
		- RSVP coordination	Sep 15	EB/WD
		- EVENT	Oct 15	WD/AH
		- follow up clients	Oct 25	WD/AH
		- invoice partners	Nov 30	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
3.	FAM TOURS			
		David Copperfield Fam	Complete	NY
		Celebrate Fam		
		- determine angle of media piece & participating partners	TBD	EB
		- work with Janet re. invites	CCXD	EB/JF
		- coordinate tkt selection, hotel accommodation	CCXD	EB
		- RSVP coordination	CCXD	EB
		- Airshow Fam	Complete	EB/JF
		- accompanying site inspect., follow up with clients	ongoing thru Aug 31	EB/WD/JOE
		CCMA Fam		
		- determine coop partners design invitations, coordinate tkts & mailing list	Jul 30	EB/DK
		- coordinate RSVPs, hotel accommodation, accompanying site inspect.	Aug 30	EB
		- follow up client, invoice partners	Sep 30	EB
		Sinatra Fam		
		- Order Tickets	Complete	EB
		- determine coop partners design invites,	Jul 30	EB
		- coordinate RSVP, hotel accommodation, accompanying site inspection	Sep 15	EB
		- follow up clients, invoice partners	Oct 15	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	MARKETPLACES/TRADESHOWS			
		RCMA -Chicago	Complete	NY
		OCVA - Toronto	Complete	NY
		CSAE - Halifax		
		- determine coop partners	Complete	EB/Joe
		- secure space allocation	Complete	Joe/WD
		- select theme & source		
		- determine booth construction & transportation arrangements		
		- discuss set up & tear down	Complete	EB
		- develop direct mail piece		
		- determine clothing for booth, giveaways		
		- sponsorship of 1st Timer's Breakfast	Cancelled	EB
		- arrange meal, invitees, partners	N/A	EB
		- lead follow up tradeshow	Aug 20	EB
		- invoice partners	Sep 15	EB
5.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement		EB
		- administer reserv of some ad space		EB
		- liaise with Ad agency	Ongoing	EB
6.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	DK
		- Conv Services Brochure,	On Hold	DK
		Approve corrections (OK&D)	Complete	DK
		- Contact Mtg Planner for new photograph copy	On Hold	DK
		- go to print	On Hold	DK
		- Product complete & Available	On Hold	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	DIRECT MAIL PIECE			
		MAGAZINE INSERT (CSAE)		
		- determine target markets according to use ie sales promo, new clients etc.	Complete	EB
		- determine nature of funding ie cooperative or sole effort	Complete	EB
		- determine budget	Complete	EB/Joe
		- determine theme	Complete	EB
		- Meet with partners	Complete	EB
		- proof final design with agency	Complete	EB
		- distribution method	Ongoing	EB
		- print run	Ongoing	EB
8.	GREATER HAMILTON SPORTS CORPORATION LIAISON			
		- meet with Don Bowman to attract sporting events to GH facilities, strategic approach	Complete	EB
		- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups	On-going	EB/WD
		- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	On-going	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	SERVICES	(HOUSING)		
		Cdn Library Assn	Jun	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Complete	DK
		Ont Motor Coach Assn	Nov	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	May/Nov	DK
		Assn of Municipalities of Ont	Aug	
		- Contact made with AMO	Complete	DK
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued...				
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Jun/Aug	DK
3.	CONVENTION BUILDING			
		- Country Radio Seminar Nashville (Mar 3-6)	Complete	DK
		- American Society of Foundrymen Chicago	Complete	DK
		- Intern'l Science & Eng Fair Gulf Port, Miss	Complete	DK
		- Cdn Laboratory Science Animals Montreal	Complete	DK
		- Intern'l School Games Germany	CCXD	DK
		- Cdn Assn of Fire Chiefs Quebec City	Jul 31-Aug 05	DK
		- Nat'l Square Dance Campers Hamburg, NY	Jul	DK
		- Cdn Anaesthetists Assn		DK
		- Nat'l SKAL Club of Canada Sask	Sep 22-25	DK/JOE
		- Ont Home Builders Assn Niagara Falls, Ont	Oct 5-8	DK
		- Intern'l Bocce Championship	Oct	DK/JOE
	POST CONVENTION SURVEY			
		- Contact Convention Bureaux for sample	Complete	DK
		- Discuss/approval by Mgr	Complete	DK
		- Print forms	Jul 10	DK
		- Follow up procedure	Jul 15	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

CONVENTION SERVICES continued..

4.	VOLUNTEERS (LH)			
		- Registrations, set-up & implementation, info tables, Ottroc specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program Motivational seminar	Nov	DK/JHC
		- Attend monthly meeting	Monthly	DK/JHC
		- LH Appreciation Dinner	Complete	DK

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer	complete	AB
		- Travel Trade		
		Sell Concept to		
		Partners	complete	AB
		Design Visual Program		
		- Letterhead		
		- Postcards	complete	AB
		- Brochures		
		Invoice Partners	Complete	AB
		Brochure Distribution	Complete	AB/NS/JHC
		Design Ads for	Complete	AB
		Newspaper, Radio		
		Newspaper, Radio	Complete	AB
			Complete	AB
			Jul 04-26	AB
			Aug 01-22	AB
		Economic Impact Study		
		- terms of reference	Complete	AB
		- bids	Complete	AB
		- start of study	Complete	AB
		Celebrate '94		AB
	TATTOO	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency Procedures	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public Relations	Complete	AB
Sponsorship	Complete	AB
Promotions	Complete	AB
Social Service Organizations	n/a	AB
Logos, Graphics & Design Program	Complete	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
	AQUAFEST	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure	Complete	AB
		Bids, Proposals & Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Aug 30	AB
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency/Proceed	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Jul 15	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB
		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	Complete	AB
		Logos, Graphics & Design Program	Jul 06	AB
		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	Complete	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	Complete	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
2.	MEDIA PROGRAM	- Media Plan	Complete	Joe
		- discuss with OK&D ad for OMCTR "Theatre in Ont"	Complete	JF
		- discuss with OK&D, ad for OMCA's review Magazine	Cancelled	JF
3.	BROCHURE DEVELOPMENT	- Updates Festival & Events	Complete	Joe
		- dining guide revisions/print	Complete	JHC
		- accommod. guide revision	Sep 30	JHC
4.	VIDEO UPDATE			
		- Revised Version	Complete	JF/AB
5.	SCHED SALES BLITZ	**Toronto promotion**		
		- plan & execute		
		- Committee established	Complete	JF
		Michigan promotion	Jul 19-23	JF
		- plan & execute		
		- Committee established	Complete	JF
		- Funding to be explored	Ongoing	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
6.	FAM TOURS	- Initiate contact with **OMCTR** re. overseas fams to Southern Ont.	end of '93	JF
		Love's Fam (Greensburg, PA) Festival Country - organizer	Complete	JF
		Celebrate - to be planned for months of June, July & Aug.	August	JF
		Prospect Ont. - pre & post - Festival Country - organizer - Optional fam tour for buyers	Cancelled	JF
		Peter Pan - Springfield, MA. - 3 Regions - organizer (Hamilton, K-W & London)	Aug 9/10	JF
		OMCA	Nov 01	
		- Planning		DK
		- Execute		JF
7.	MARKETPLACES/TRADESHOWS			
		- Spotlight Canada in Rochester and Buffalo, New York	Complete	JHC
		- London Free Press Show	Complete	JHC
		- Sport Summit	Complete	Joe
		- TIAC	Complete	Joe/AB
		-Theatre in Ont. Mktplace, T.O.	Complete	JF
		-New Engl. Tradeshow, Boston	Complete	JF
		-Travel Expo, Catskills, NY	Complete	JF
		-Cleveland Plain Dealer Show	Complete	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		MARKETPLACES/TRADESHOWS cont'd		
		-Cleveland Sports Show	Complete	NS
		-Pittsburgh Consulate Show	Complete	JF
		-Prospect Ontario, Toronto	Complete	JF
		-National Tour Assn. Birmingham, Alabama	Complete	JF
		-Rendezvous Canada Winnipeg, Manitoba	Complete	JF
		-Erie County Fair Hamburg, NY	Aug 12-13	JF/JHC
		-Spectator Travel Show Hamilton	Sep 17-19	JF/JHC
		-Great Day Tours Cleveland, Ohio	Cancelled	JF/JHC
		-Bievnenue Quebec Montreal	Oct 18-20	JF
		-National Tour Assn Atlantic City, NJ	Nov	Joe
		-Ontario Motorcoach Assn Hamilton	Nov 01-04	JF
		-American Bus Assn Montreal	Dec 05-10	JF
8.	SALES DEVELOPMENT	- Niagara Falls & RBG Floral	Aug	JF
		- Native Tours	Sep	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES				
1.	INFO CENTRES	- order Ministry publications for the summer season for TIC's	Complete	JHC
		- design appropriate recording chart(s) for statistics	Sep 06	JHC
		- make preparations for opening Fifty Road T.I.C. May 1	Complete	JHC
		- make preparations for opening RBG and ALS T.I.C. for Jun 5	Complete	JHC
		- research the potential for selling merchandise at the T.I.C's, prepare report	Dec 20	JHC/AB
		- needs assessment survey for selling merchandise	Sep 30	JHC
		- operating of Downtown Centre	ongoing	JHC
		- report visitor inquiry stats	ongoing	JHC
		- answering of inquiries	ongoing	JHC
		- close 50 Rd, RBG & ALS	Sep 06	JHC
		- student evaluations	Sep 06	JHC
		- report on 50 Road	Sep 24	JHC
	Souvenirs	- Develop report on feasibility of souvenir sales at the TIC's	Dec 15	AB/JHC
		- Survey developed	Complete	AB
2.	STEP ON GUIDE PROGRAM			
		- to design city tour & formally train/certify 5-8 tour guides	end of '93	JF/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
3.	LADY HAMILTONS	- attend Lady Hamilton Executive meetings, 1st Tue afternoon each month	ongoing	JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC
		- prepare training session for working at TIC	Aug 31	JHC
		- L.H. training sessions	Sep 30	JHC
4.	STUDENTS/CEIC	CEIC Application - design program, - quotes from teachers & supplier	Complete	AB
		CEIC Hiring	Complete	AB
		CEIC Program	Complete	AB
		CEIC Finish	Feb 94	AB
		Summer Student		AB/JHC
		Summer Student Finishing	Sep 06	AB/JHC
		- interview and hire staff for Fifty Road TIC	Complete	JHC
		- prepare work schedule for Fifty Road Info Centre for May	Complete	JHC
		- interview summer students	Complete	JHC
		- prepare Jun training for summer Travel Counsellors	Complete	JHC
		- direct, monitor & evaluate Hill Park co-op student	Complete	JHC
		- run training for summer staff	Complete	JHC
		- Open RBG & ALS TIC's	Complete	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
5.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country and CTM	Complete	JHC
		- distribute Celebrate'93 broch.	Ongoing to Sep	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- delivery & mailings of brochure requests	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	Sep 06	JHC
6.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
7.	STATISTICAL RECORDING & ANALYSIS	- develop New Statistical form	Complete	AB/NS
		- Inform industry on changes to recording format & why	Complete	AB
		- monitor industry for return of information	Monthly	AB
		- Compile monthly statistics	Monthly	
		• general attendance - attractions		
		• general attendance - major festivals		
		• general attendance - entertainment		
		• motorcoach tours - individual destinations		
		• motorcoach tours - a) room nights		
		Day trips:		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		
		• No. of employees		
		- Develop recording & tracking system for tour operators	July 30	AB
		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS				
1.	AWARENESS WEEK	Tourism Awareness Week	Cancelled	JF
		Present Hosp Industry Awards	Complete	JF
2.	MEDIA	Tourism Awareness Week	Complete	
		Compile event info	Monthly	AB
3.	EVENT LINE	Compile Monthly Event Information	Monthly	AB
		Deliver to Spec-Tel	Monthly	AB
		Monitor line	On-going	AB
		Compile Spec-tel Statistics	Monthly	AB
4.	EVENT BROCHURE	Contact industry for event info	Complete	AB
		Compile information	Complete	AB
		Desk-top publication	Complete	AB
		Print EVENT BOOK Jul-Dec	Jul 01	AB
		Distribute publication	Jun 30	AB
		Distribute publication	Jul 31	JHC
		Contact industry for event information	Sep 05	AB
		Compile information	Oct - Nov	AB
		Desk-top publication	Nov 15	AB
		Print Publication	Nov 30	AB
		Distribute publication	Dec 15	AB/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Presentation to Airshow Board	Complete	AB
		-Tourism Update Committee	Monthly	AB/JF
		-Presentation to Kinsman	Complete	AB
		-World Univerity Games Cmte	Complete	AB
		-Presentation to Kinsman	Complete	AB
		-GH Vacationland & Committee	Complete	AB
		-Business Clinics Dev. Cmte - Hamiton Foundation	Complete	AB
		-Antique Auto Sprints Cmte	Complete	AB
		-Glanbrook Archives Committee	Monthly	AB
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	Complete	AB
		-Hydorplane Race Committee	Complete	AB
		-Cultural Groups Committee	Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountian Bike Race	On-going	AB
		-McQueston Cultural Gardens	On-going	AB
		-Canadian Sport Fishing	On-going	AB
		-Flamborough Tourism	Ongoing	AB
		-Cdn Warplane Bldg Cmte	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
	COMMITTEE/MEETINGS/PRESENTATIONS cont'd			
		-Chamber of Commerce Tourism & Hospitality Committee - meets at call of Chair	ongoing	JF
		-OMCA Planning Committee (Establish Local Committee)	Complete	JF/DK
		- Conventions in Hamilton	Nov 04	JF/DK
		Presentation-Local High Schools Tourism Classes-as requested	Ongoing	JF
6.	SKYLINE (tourism)	2nd Quarterly Issue		
		- articles (on disk) TO DIANNA	Complete	CK
		- final proof to Joe/Scott	Jun 09	
		- Colour Approval	Jun 24	
		- To Print	Jun 25	
		- Delivery of Skyline	Jul 02	
7.	**FOREIGN MARKET**			
-	Japan	Marketplace	Cancelled	JF/Joe/AB
-	England	Sales/Marketplace	On Hold	JF/Joe/AB
-	Germany	Sales/Co-op	Cancelled	JF/Joe/AB

2.2

OFFICE OF THE REGIONAL CLERK

MEMORANDUM

****

TO: Lynda Sohal
Legislative Assistant
Tourism and Conventions Advisory Board

FROM: Mary Gallagher
Legislative Assistant — PHONE: (416) 546-4304
Office of the Regional Clerk

SUBJECT: **Economic Development and Planning Committee**
Report 11-93, Item 8 — DATE: 1993 June 18

Subjoined, please find Item 8 of Report 11-93 of the Economic Development and Planning Committee which was approved by Regional Council at its meeting held on Tuesday, June 15, 1993.

:mg

8. **Confederation Park Development (ECO 93-056)**

That the Regional Chairman and the Regional Clerk be authorized and directed to execute a Leasing Agreement with 987031 Ontario Inc. c.o.b. Lakeview Landing, in a form satisfactory to the Commissioner of Legal Services for the establishment of the following:

a) A maximum of 20,000 square feet of usable Banquet and Convention Committee Rooms and Halls;

b) A maximum of 20,000 square feet consisting of stairwells, elevators, lobbies, hallways, kitchen facilities, and all other service areas required for the purpose of the banquet and convention centre;

c) An adjoining 50 room hotel and at least a 15,000 square feet of retail office and auxillary business service facilities to be located as Part of Lot 27, Broken Front Concession, in the Geographic Township of Saltfleet, designated as Part 1 on Plan 62R-12290;

d) That discussions be held with the Hamilton Region Conservation Authority on this proposal.

2.3

REGION OF HAMILTON-WENTWORTH

- RECOMMENDATION -

DATE: June 18, 1993

REPORT TO: Chairman and Members
Tourism and Convention Development
Advisory Board

FROM: Lynda Sohal
Legislative Assistant

SUBJECT: Chairmanship of the Tourism and Convention Development Advisory Board

RECOMMENDATION:

That a citizen member of the Tourism and Convention Development Advisory Board be appointed as the Chairman of the Advisory Board with a term of office from July 1, 1993 to June 30, 1994.

L. Sohal, Legislative Assistant

BACKGROUND:

Regional Council, at its meeting held on February 18, 1993, adopted the Terms of Reference for the Tourism and Convention Development Advisory Board as outlined in Item 13 of Economic Development and Planning Committee Report 3-92.

Recommendation g) of the Staff Report states:

"g) That the Chairman of the Advisory Board be appointed from among the citizen members and be given a one year chairmanship;"

Mr. Peter Mercanti is the current Chairman of the Tourism and Convention Development Advisory Board with a term of office that expires in July 1993.

2.4

JUN 14 1993

Sheraton Hamilton
HOTEL

OFFICE OF THE GENERAL MANAGER

June 9, 1993

Mr. Joe Pavelka
Chief Administrative Officer
CORPORATION OF THE CITY OF HAMILTON
71 Main Street West
HAMILTON, Ontario
L8N 3T4

Dear Joe:

Further to a memo I received from Mr. Sal Farrauto dated May 13, 1993 regarding the "Meet Free in '93 and '94" campaign, I was disturbed to learn that the Special Events Subsidy Fund for 1994 could be eliminated due to the severity of the fiscal situation the City finds itself in.

I do not believe we can wait until the beginning of 1994 for approval on keeping the subsidy fund. It is imperative that we market this campaign now in order to solicit the 1994 business and future years. I believe with the severity of the fiscal situation, it is imperative that these special funds be implemented immediately, for it is now that they are most needed.

I personally was expecting the subsidy fund to be increased rather than the contrary, based on the factors that were discussed in implementing this fund initially.

The Sheraton Hamilton and, I am certain all other hotels, are experiencing a severe decline in the number of city-wide conventions confirming the City of Hamilton. Competition for us between existing and new destination convention centres is becoming tougher each year. The time to pull our resources together is now in order to gain the competitive edge to confirm bookings that are tentative and initiate a new client base.

Here at the Sheraton Hamilton we have gone so far as to offer our own conference space on a complimentary basis resulting in a loss of revenue in meeting room rentals alone in excess of some $200,000 in the past year. Our own continual decline on the convention market segment has reached a record loss of 48% in occupancy.

ITT Sheraton
WORLDWIDE HOTELS, INNS, RESORTS & ALL-SUITES
116 KING STREET WEST, HAMILTON, ONTARIO L8P 4V3
PHONE: (416) 529-5515 FAX: (416) 529-3266
THE SHERATON HAMILTON HOTEL IS OWNED BY 1005 HOTEL HOLDINGS CANADA INC
UNDER A LICENCE AGREEMENT BY SHERATON INNS

Sheraton Hamilton
HOTEL

I feel very strongly that this program should continue and am greatly distressed that it was even considered to be cancelled. I believe an emergency meeting should be called to plan for not only 1994 but also the next five years. This meeting should include HECFI, the major hotels, and all other concerned parties. I anxiously await word from you to discuss this issue further.

Sincerely,

Mr. Jim Awad
General Manager

:zc

cc: Gabe Macaluso
Barry Snetsinger
Sal Farrauto
Joe Fardell
Theresa Syer

MAY 17 1993

THE HAMILTON ENTERTAINMENT AND CONVENTION FACILITIES INC.

MEMORANDUM

CIRCULATE TO
- NANCY
- WARD
- ELLEN
- DILNA

R+R → JOE Cp.

****

TO: Angela Maclean, Royal Connaught Hotel
Teresa Syer, Sheraton Hamilton
Marion Falconi, Holiday Inn
Yvonne Teggart, Journeys End

FROM: Mr. Sal Farrauto
Hospitality Programming & Sales Manager

DATE: May 13, 1993

RE: **"Meet Free in '93 and ' 94"**

As reported at a recent Convention Marketing meeting, the funds for "Meet Free in '93" have been depleted. Furthermore, the City Management Team, comprised of City Department Heads, HECFI, Hamilton Public Library, and the Hamilton Parking Authority has indicated that the Special Events Subsidy Fund for 1994 could be eliminated due to the severity of the fiscal situation the City finds itself in.

HECFI will endeavour to make its case to keep the Subsidy Fund for 1994. However, this will not be resolved until the beginning of 1994 when all budgets are approved.

Please be assured that HECFI will honour any commitments already made under "Meet Free in '93 and '94". For 1994, the Knights of Columbus is the sole convention which has confirmed Hamilton under this program. If the Subsidy Fund is not approved, HECFI will absorb the room rental for this client. HECFI will consider all future client requests for rental discounts and seek alternate avenues to accommodate these requests.

As per your requests, I have been advised that any letters of concern regarding the possible elimination of the HECFI subsidy fund, be addressed to:

Mr. Joe Pavelka
Chief Administrative Officer
Corporation of the City of Hamilton
71 Main Street West
Hamilton, Ontario
L8N 3T4

A c.c. should go to the following individuals. I have provided addresses for your convenience.

Mr. Gabe Macaluso
Managing Director/CEO
H.E.C.F.I.
101 York Blvd.
Hamilton, Ontario
L8R 3L4

Mr. Barry Snetsinger
Director of Marketing and Sales
H.E.C.F.I.
P.O Box 2080, Station
Hamilton, Ontario
L8N 3Y7

Mr. Sal Farrauto
Hospitality Programming
and Sales Manager
H.E.C.F.I.
1 Summers Lane
Hamilton, Ontario
L8P 4Y2

Mr. Joe Fardell
Manager
Regional Municipality of
Hamilton-Wentworth
Visitor & Convention Services
1 James Street South, 3rd Floor
Hamilton, Ontario
L8P 4R5

Trusting all is in order,

Sal Farrauto
Hospitality Programming & Sales Manager

c.c. Joe Pavelka
Gabe Macaluso
Barry Snetsinger
Sal Farrauto
Joe Fardell

URBAN/MUNICIPAL
CA3ONHW Q79
A35
1993

URBAN MUNICI
SEP 1993
GOVERNMENT DOCUMENTS

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

NOTICE OF CHANGE

TOURISM AND CONVENTION ADVISORY BOARD

DATE:	Thursday, September 2, 1993
TIME:	8:00 o'clock a.m.
PLACE:	15th Floor Committee Room Regional Offices

TO:

DATE:	Thursday, September 2, 1993
TIME:	8:00 o'clock a.m.
PLACE:	**Chairman's Lounge, 15th Floor** **Regional Offices**

:cab.
August 26, 1993

TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

AGENDA

URBAN/MUNICIPAL
CA3 ON HW Q79
A35
1993

Ruth Greenwood
Hamilton Public Library
2nd Fl., 55 York Blvd.
Hamilton, Ontario
L8R 3K1
GOVERNMENT DOCUMENTS

Thursday, November 4, 1993

8:30 o'clock a.m.

PLACE: 15th Floor Committee Room
Regional Offices

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1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act

b) **Minutes** of the September 2, 1993 meeting of the Tourism and Conventions Development Advisory Board.

c) Business arising from previous Minutes

2. DELEGATION

2.1 Copy of correspondence to Mr. Marvin Caplan, Chairman, Downtown Business Improvement Area, inviting him to attend the Tourism and Convention Development Advisory Board meeting to discuss the following issues:

a) Potential implementation of a Fair Exchange Program in Hamilton-Wentworth;

b) Revitalization of the downtown area.

3. BUSINESS ITEMS

3.1 For the Information of the Advisory Board

That the following items be received:

a) Conflict of Interest Guidelines for Citizen Members of Regional Advisory Boards and Task Forces (CLE 93-039)

b) **Copy** of Tourism Work Plans '93 for the month of August

c) **Copy** of Convention Work Plans '93 for the month of August

d) **Copy** of Tourism Work Plans '93 for the month of September

e) **Copy** of Convention Work Plans '93 for the month of September

f) **Correspondence** received from H.E.C.F.I. advising of the current status of the replacement of a representative from the Arts and Entertainment Sector of the Tourism and Convention Industry.

g) **Letter of Resignation** received from Ms. Margaret Tsangarakis

4. Economic Development and Planning Committee Update

The Economic Development and Planning Committee, at its meeting held on October 13, 1993, approved the following from the Tourism and Convention Development Advisory Board's meeting held on September 2, 1993:

Operation of Casino's in Hamilton-Wentworth

That staff of the Economic Development Department be requested to prepare a report outlining any new or recent information on the operation of casinos, for the information of the Tourism and Convention Development Advisory Board.

5. OTHER BUSINESS

Next meeting: Thursday, December 2, 1993 - 8:30 a.m.

Location: 15th Floor Committee Room
Regional Offices

6. ADJOURNMENT

16

MINUTES OF THE TOURISM AND CONVENTION DEVELOPMENT ADVISORY BOARD

The Tourism and Convention Development Advisory Board met on Thursday, September 2, 1993, 8:00 o'clock a.m., 15th Floor, Chairman's Lounge, Regional Offices.

Present:	Chairman P. Mercanti Vice-Chairman M. Tsangarakis J. Awad, D. Brocker, D. Dailley, K. Gregg
Absent with Regrets:	B. Adamczyk, D. Dailley
Also Present:	Messrs. J. Fardell Mme. L. Sohal

1. GENERAL

a) **Declarations of Interest** re: Municipal Conflict of Interest Act: None.

b) **Minutes** of the August 5, 1993 meeting of the Tourism and Conventions Development Advisory Board.

(Gregg/Awad) be received and adopted as presented. **CARRIED.**

c) Business arising from previous Minutes

2. BUSINESS ITEMS

2.1 Casino's in Hamilton-Wentworth

P. Mercanti addressed this issue and the following concerns were discussed:

The main issue of concern is that the City of Hamilton Licencing Department is issuing licences all over the Region for the operation of casino's within the Regional Municipality of Hamilton-Wentworth. The Province is establishing a myriad of "Casino Nights" with the profits being donated to various charitable organizations. Regional Council has taken a position against the operation of casinos in Hamilton-Wentworth. Members of the Advisory Board expressed concern with the inequitable process being followed between the two Corporations.

Licences for casinos have been recently awarded to both Toronto and Niagara Falls.

Chairman Mercanti advised the Advisory Board that there are organizations such as B.J. Games Leasing Inc., (located in Brantford), that are responsible for supplying equipment and services for casino operations. Currently, these types of businesses are not established in the Region, therefore, organizations are being brought in from outside the Region to perform these duties for various casino operations taking place in Hamilton-Wentworth. This would be an excellent initiative for creating additional jobs in Hamilton-Wentworth.

There is on-going concern for the re-vitalization of the downtown area. The initiation of a casino operation in the downtown core would steer tourists and residents of Hamilton-Wentworth to the downtown area and in turn would re-vitalize the downtown core. Subsequently, this could invigorate the tourism and convention industry and everyone in the hospitality industry and the Region would benefit.

The Region needs to respond to the casino issue immediately. While maintaining a strictly downtown convention perspective, the hotel industry could be become very vibrant if casinos are introduced in Hamilton-Wentworth.

Staff advised the Advisory Board that Regional Council's mandate respecting casinos is that the issue is not to be enticed in the Regional Municipality of Hamilton-Wentworth. Staff further advised that the only other available alternative would be for a private entrepreneur to approach the City of Hamilton.

Members of the Advisory Board responded that there are many disadvantages to the way these operations are currently set-up and indicated that it would be more advantageous if properly established and policed through the Region.

There will always be a fear of the "undesirables" that could be brought in as a result of the establishment of a casino operation. However, many of these "undesirables" already exist in our society and in the downtown area.

Members of the Advisory Board indicated that they would like to review the potential advantages and affects to the convention and hospitality industry should the establishment of a casino operation in Hamilton-Wentworth be initiated. The following areas need to be investigated and researched immediately:

- Presently, daily gambling is going on under speciality charity permits and licences.
- Re-vitalization of activities in the downtown area will have a tremendous affect on tourism to the Region.
- The Regional Municipality of Hamilton-Wentworth is not actively pursuing the casino issue, however the outside area municipalities seem to be responding to this issue much more favourably.

(Awad/Brocker)

That the Economic Development and Planning Committee be respectfully requested to consider permitting the Tourism and Convention Development Advisory Board to re-visit the issue of the establishment of a casino operation in the Region of Hamilton-Wentworth. **CARRIED.**

2.2 Delegation to the Economic Development and Planning Committee respecting the current mandate for the Tourism and Convention Development Advisory Board

P. Mercanti addressed this issue and general discussion took place. The following issues were raised:

All members of the Committee unanimously agreed that their intentions included improving and promoting the hospitality industry in the downtown core and strongly supporting the Region of Hamilton-Wentworth. Several different sectors of the hospitality industry are represented on this Advisory Board and all members are here for the general betterment of the Region.

The members of the Advisory Board all have an abundance of expertise and knowledge of the Tourism and Convention industry and hold a tremendous amount of respect for the tourism industry. It was generally felt that they have always been very honest and candid in all of the issues they have dealt with.

Chairman Mercanti specifically requested the Legislative Assistant to record in the minutes that he would resign immediately if the Terms of Reference and/or the mandate of the Tourism and Convention Development Advisory Board are tampered with.

In conclusion, it was decided that it is imperative to ensure that the Advisory Board gains the respect it deserves from the Economic Development and Planning Committee. Subsequently, the Advisory Board will have an opportunity to share their years of experience and expertise in the hospitality industry and offer advice to the Economic Development and Planning Committee and be heard.

The Confederation Park Development issue was brought up and it was felt by everyone that there was a general perception that the Advisory Board acted out of a personal interest. Members of the Advisory Board agreed that they had expressed their natural knowledge of the subject as experts and businessmen in the industry and there was no conflict of interest for any of the members.

Staff reiterated to the Advisory Board that their function is a "sounding board" to the Economic Development and Planning Committee. A summary of their purpose was stated as follows:

"In order to assist the division on current issues and trends and also for the division to communicate to the industry on the same, possible quarterly scheduled meetings with reports to committee and final approval for decision still resting on council should be established with the establishment of a Tourism/Conventions Advisory Board.

An Advisory Board essentially gives the industry a voice to Committee and Council on the requirements of the industry and also would assist the division on proposals set out by the industry for action and possible targets. Programs dealing with new initiatives and possible partnership with industry could be dealt with through the Board. The reporting relationship with the Board would be directed as a sounding board and communication tool to report to council on issues and markets discussed in the industry.

With the establishment of the Board the division would have a communication vehicle to direct issues and programs not fully understood in the industry and communicate these programs through the key members of the board."

In conclusion, there was a general agreement that the current mandate for the Tourism and Convention Development Advisory Board needs to be reviewed and expanded. Chairman Mercanti advised that he would be appearing as a delegation before the Economic Development and Planning Committee on behalf of the Tourism and Convention Development Advisory Board to discuss this issue.

2.3 **Re-vitalizing of the Downtown area**

M. Tsangarakis provided a brief update and advised that she has been working with representatives of the downtown Business Improvement Areas (BIA's) and International Village. However, further to the discussion that took place respecting the functions of the Tourism and Convention Development Advisory Board, she felt that this Advisory Board was not the appropriate body to be investigating this area of concern. She advised that she believes this issue is not within the mandate of this Advisory Board and she will continue her research into this subject on her own initiatives.
Ms. Tsangarakis further advised that at this time she wished to resign as a citizen member of the Tourism and Convention Development Advisory Board.

(Gregg/Brocker)

That Ms. Margaret Tsangarakis's resignation not be accepted. **CARRIED.**

2.4 For the Information of the Advisory Board

(Brocker/Awad)

That the following items be received:

a) **Details** respecting "Tourism and Gaming Strategies for Economic Development" Conference for September 26-28, 1993.

b) **Letter of Resignation** received from Mr. Gabe Macaluso.

c) **Copy** of Work in Progress - July 1993

CARRIED.

3. OTHER BUSINESS

Next meeting: Thursday, October 7, 1993 - 8:30 a.m.

Location: 15th Floor Committee Room
Regional Offices

4. ADJOURNMENT

On motion **(Awad/Brocker)** the Advisory Board adjourned at 9:25 a.m. **CARRIED.**

_____
Chairman

_____
Secretary

REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Office of the Clerk

Robert C. Prowse, Clerk
Michael A. Rallo, Deputy Clerk

October 15, 1993

Mr. Marvin Caplan
Chairman
Hamilton Downtown B.I.A.
Effort Square
140 King Street East
Hamilton, Ontario
L8N 1B2

Dear Mr. Caplan:

Further to our conversation earlier today, I am writing to confirm your attendance at the next meeting of the Tourism and Convention Development Advisory Board. The meeting is scheduled to be held on Thursday, November 4, 1993, at 8:30 a.m. in the 15th Floor Committee Room, Regional Offices located at 119 King Street West.

At the August 5, 1993 meeting of the Tourism and Convention Development Advisory Board, members indicated an interest in having a representative of the Downtown Business Improvement Area attend a future meeting to address the following issues:

a) to provide comments on the potential implementation of a Fair Exchange Program in Hamilton-Wentworth;

b) to discuss the issue of revitalization of the downtown area and possible solutions

If you have any questions or require any additional information respecting the issues to be discussed at the November 4, 1993 meeting, please feel free to contact me directly at (905) 546-2148. I look forward to seeing you at the next meeting.

Yours truly,

Lynda Sohal (Ms.)
Legislative Assistant

c.c. Mr. N. Catalano, Director of Economic Development
Mr. P. Mercanti, Chairman, Tourism and Convention Development Advisory Board

119 King Street West, 15th Floor
P.O. Box 910
Hamilton, Ontario L8N 3V9

Tel. (416) 546-4154
Fax (416) 546-2546
TDD (416) 522-1787

3-1a

REGION OF HAMILTON-WENTWORTH

- RECOMMENDATION -

DATE: 1993 September 15

REPORT TO: Chairman and Members
Administrative Services Committee

FROM: Robert C. Prowse
Regional Clerk

SUBJECT: **Conflict of Interest Guidelines for Citizen Members of Regional Advisory Boards and Task Forces (CLE 93-039)**

RECOMMENDATION:

a) That the Conflict of Interest guidelines proposed for citizen members of Regional advisory boards and task forces, attached to report CLE 93-039, be approved.

b) That a copy of report CLE 93-039 be forwarded to all Standing Committees of Council for their information.

Robert C. Prowse
Regional Clerk

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

None.

BACKGROUND:

With the adoption of Information Item c) ii) of Report 12-93 of the Economic Development and Planning Committee, Regional Council at its meeting of Tuesday, July 20, 1993, directed staff to prepare Conflict of Interest guidelines for citizen members of Regional advisory boards and task forces. The attached is in response to this direction.

At this time, citizen members of advisory bodies are not subject to the provisions of the Municipal Conflict of Interest Act, which applies to elected members of municipal councils and local boards. Following the delivery of the Report of the Municipal Conflict of Interest Consultation Committee, in July, 1991, the Ministry of Municipal Affairs distributed draft legislation on conflict of interest which would also cover persons who serve on advisory bodies established by municipal councils.

The Guidelines proposed for approval in this report are based upon and consistent with the principles contained in the proposed new legislation. For the first time, advisors will be specifically required to declare a pecuniary interest at meetings of advisory bodies. However, unlike elected members of a municipal council, an advisor will be permitted to participate in discussion and to vote on the matter under consideration. The details of the advisor's interest will be recorded in the minutes of the meeting, in order that the appropriate Committee of Council, and ultimately Regional Council, will be able to decide the matter with a complete knowledge of all the relevant facts.

RCP/st

CONFLICT OF INTEREST GUIDELINES FOR CITIZEN MEMBERS OF REGIONAL ADVISORY BOARDS AND TASK FORCES

1. The purpose of these Guidelines is to preserve the integrity, independence and accountability of decision-making by Regional Council, by setting out clear guidelines on conflict of interest for citizen members of Regional advisory boards and task forces.

2. In these Guidelines,

"advisor" means a person, other than a member of Regional Council, who is appointed by Council to an advisory board or task force.

"advisory body" means a board, task force, or other body, to which Regional Council has appointed at least one member of the public.

"pecuniary interest" means an interest consisting of, measured in, or related to money, and includes a pecuniary interest of the advisor's spouse, minor child, business partner, employer, or an organization to which the advisor belongs.

3. Where an advisor has a pecuniary interest in a matter which is the subject of consideration at a meeting of an advisory body, the advisor,

   (a) if present, shall orally disclose the interest and its general nature before any consideration of the matter at the meeting;

   (b) if not present, after becoming aware that any matter in which the advisor had a pecuniary interest was the subject of consideration at a meeting of an advisory body, shall orally disclose the interest and its general nature at the next meeting of the advisory body that the advisor attends.

4. The Regional Clerk or his authorized designate shall record every oral declaration of interest and its general nature in the minutes of the meeting of the advisory body at which the declaration was made.

5. A copy of these Guidelines shall be provided to every advisor following their adoption by Regional Council, and thereafter to each new member of the public who is appointed to an advisory body.

(AUGUST) TOURISM WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer	complete	AB
		- Travel Trade		
		Sell Concept to Partners	complete	AB
		Design Visual Program		
		- Letterhead		
		- Postcards	complete	AB
		- Brochures		
		Invoice Partners	Complete	AB
		Brochure Distribution	Complete	AB/NS/JHC
		Design Ads for Newspaper, Radio	Complete	AB
		Newspaper, Radio	Complete	AB
			Complete	AB
			Complete	AB
			Complete	AB
		Economic Impact Study		
		- terms of reference	Complete	AB
		- bids	Complete	AB
		- start of study	Complete	AB
		Celebrate '94		AB
	TATTOO	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency Procedures	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public Relations	Complete	AB
Sponsorship	Complete	AB
Promotions	Complete	AB
Social Service Organizations	n/a	AB
Logos, Graphics & Design Program	Complete	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
	AQUAFEST	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure	Complete	AB
		Bids, Proposals & Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency/Proceed	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

	HOSPITALITY		
	Ceremonies & Protocol	Complete	AB
	Spectator & Performer Services	Complete	AB
	Entertainment	Complete	AB
	Awards & Gifts	Complete	AB
	PUBLIC RELATIONS & MARKETING		
	Media & Public Relations	On-going	AB
	Sponsorship	On-going	AB
	Promotions	On-going	AB
	Social Service Organizations	Complete	AB
	Logos, Graphics & Design Program	Complete	AB
	TECHNICAL SERVICES		
	• Recruit personnel to coordinate each technical services area	Complete	AB
	• Define clearly roles, responsibilities & authority of each Coordinator/Committee	Complete	AB
	• Assist Pier Captains in overall planning for ea area	On-going	AB
	• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
	• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
	• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
2.	MEDIA PROGRAM	- Media Plan	Complete	Joe
		- discuss with OK&D ad for OMCTR "Theatre in Ont"	Complete	JF
		- discuss with OK&D, ad for OMCA's review Magazine	Complete	JF
3.	BROCHURE DEVELOPMENT	- Updates	Complete	Joe
		Festival & Events		
		- dining guide revisions/print	Complete	JHC
		- accommod. guide revision	Sep 30	JHC
		- Group Planners Guide	October	JF/AB
4.	VIDEO UPDATE			
		- Revised Version	Complete	JF/AB
5.	SCHED SALES BLITZ	**Toronto promotion**		
		- plan & execute		
		- Committee established	Complete	JF
		Michigan promotion	Fall	JF
		- group mission		
		- Committee established		
		- Funding to be explored		
		- Smaller missioner may happend due to budget cutbacks		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
6.	FAM TOURS	- Contact with **OMCTR** re. overseas fams to Southern Ont.	Ongoing	JF
		Love's Fam (Greensburg, PA) Festival Country - organizer	Complete	JF
		Celebrate - to be planned for months of June	Complete	JF
		Prospect Ont. - pre & post - Festival Country - organizer - Optional fam tour for buyers	Jul/Aug Cancelled Cancelled (no participants)	JF
		Peter Pan - Springfield, MA. - 3 Regions - organizer (Hamilton, K-W & London)	Complete	JF
		OMCA	Nov 01	
		- Planning		JF
		- Execute		JF
		Theatre Aquarius/OMCTR Night - Planning	Nov 09	JF
7.	MARKETPLACES/TRADESHOWS	- Spotlight Canada in Rochester and Buffalo, New York	Complete	JHC
		- London Free Press Show	Complete	JHC
		- Sport Summit	Complete	Joe
		- TIAC	Complete	Joe/AB
		- Theatre in Ont. Mktplace, T.O.	Complete	JF
		- New Engl. Tradeshow, Boston	Complete	JF
		- Trvl Expo, Catskills, NY (coop)	Complete	JF
		- Cleveland Plain Dealer Show	Complete	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued... MARKETPLACES/TRADESHOWS cont'd				
		- Cleveland Sports Show	Complete	NS
		- Pittsburgh Consulate Show	Complete	JF
		- Prospect Ontario, Toronto	Complete	JF
		- National Tour Assn. Birmingham, Alabama	Complete	JF
		- Rendezvous Canada Winnipeg, Manitoba	Complete	JF
		- Erie County Fair (co-op) Hamburg, NY	Complete	JF/JHC
		- Spectator Travel Show (co-op) Hamilton	Sep 17-19	JF/JHC
		- Great Day Tours Cleveland, Ohio	Cancelled	JF/JHC
		- Ont Marketplace Collingwood, Ont	Sep 19-21	JF
		- Bievnenue Quebec Montreal	Oct 18-20	JF
		- National Tour Assn Atlantic City, NJ	Nov 6-20	JF
		- Ontario Motorcoach Assn Hamilton	Nov 01-04	JF
		- American Bus Assn Montreal	Dec 05-10	JF
		- TIAC Ottawa	Oct 30	Joe
8.	SALES DEVELOPMENT	- Mohawk College/Sheraton/ Japanese Educational Program	Sep	JF
		- Niagara Falls & RBG Floral	Sep	JF
		- Native Tours/Outdoor Adven.	Sep	JF
		- Develop itineraries for N.A & Overseas Market	Sep	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES				
1.	INFO CENTRES	- order Ministry publications for the summer season for TIC's	Complete	JHC
		- design appropriate recording chart(s) for statistics	Sep 06	JHC
		- make preparations for opening Fifty Road T.I.C. May 1	Complete	JHC
		- make preparations for opening RBG and ALS T.I.C. for Jun 5	Complete	JHC
		- research the potential for selling merchandise at the T.I.C's, prepare report	Dec 20	JHC/AB
		- needs assessment survey for selling merchandise	Sep 30	JHC
		- operating of Downtown Centre	ongoing	JHC
		- report visitor inquiry stats	ongoing	JHC
		- answering of inquiries	ongoing	JHC
		- close 50 Rd, RBG & ALS	Sep 06	JHC
		- student evaluations	Sep 06	JHC
		- report on 50 Road	Sep 24	JHC
	Souvenirs	- Develop report on feasibility of souvenir sales at the TIC's	Dec 15	AB/JHC
		- Survey developed	Complete	AB
2.	STEP ON GUIDE PROGRAM			
		- to design city tour & formally train/certify 5-8 tour guides	end of '93	JF/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
3.	LADY HAMILTONS	- attend Lady Hamilton Executive meetings, 1st Tue afternoon each month	ongoing	JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC
		- prepare training session for working at TIC	Sep 24	JHC
		- L.H. training sessions	Oct 15	JHC
4.	STUDENTS/CEIC	CEIC Application - design program, - quotes from teachers & supplier	Complete	AB
		CEIC Hiring	Complete	AB
		CEIC Program	Complete	AB
		CEIC Finish	Feb 94	AB
		Summer Student		AB/JHC
		Summer Student Finishing	Sep 06	AB/JHC
		- interview and hire staff for Fifty Road TIC	Complete	JHC
		- prepare work schedule for Fifty Road Info Centre for May	Complete	JHC
		- interview summer students	Complete	JHC
		- prepare Jun training for summer Travel Counsellors	Complete	JHC
		- direct, monitor & evaluate Hill Park co-op student	Complete	JHC
		- run training for summer staff	Complete	JHC
		- Open RBG & ALS TIC's	Complete	JHC
		- CEIC student		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
STUDENTS/CEIC (CONT'D)		- activities/projects	Feb 94	JF/AB
5.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country and CTM	Complete	JHC
		- distribute Celebrate'93 broch.	Complete	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- delivery & mailings of brochure requests	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	Sep 06	JHC
		- CTM (Brochure Dist. Co.) to Southern Ont & Boarder States	October	JF/AB
6.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
		- Arrange for info tables at area attractions as req'd	Ongoing	JF
7.	STATISTICAL RECORDING & ANALYSIS	- develop New Statistical form	Complete	AB/NS
		- Inform industry on changes to recording format & why	Complete	AB
		- monitor industry for return of information	Monthly	AB
		- Compile monthly statistics	Monthly	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
		• general attendance - attractions • general attendance - major festivals • general attendance - entertainment • motorcoach tours - individual destinations • motorcoach tours - a) room nights Day trips: • motorcoach tours - restaurants • tourism centres • 1-800 number • No. of employees		
		- Develop recording & tracking system for tour operators	Sep 30	AB
		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC
LOCAL AWARENESS				
1.	AWARENESS WEEK	Tourism Awareness Week Present Hosp Industry Awards	Complete	JF
2.	MEDIA	Tourism Awareness Week Compile event info	Complete Monthly	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
3.	EVENT LINE	Compile Monthly Event Information	Monthly	AB
		Deliver to Spec-Tel	Monthly	AB
		Monitor line	On-going	AB
		Compile Spec-tel Statistics	Monthly	AB
4.	EVENT BROCHURE	Contact industry for event info	Complete	AB
		Compile information	Complete	AB
		Desk-top publication	Complete	AB
		Print EVENT BOOK Jul-Dec	Complete	AB
		Distribute publication	Complete	AB
		Distribute publication	Complete	JHC
		Contact industry for event information	Complete	AB
		Compile information	Oct - Nov	AB
		Desk-top publication	Nov 15	AB
		Print Publication	Nov 30	AB
		Distribute publication	Dec 15	AB/JHC
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Presentation to Airshow Board	Complete	AB
		-Tourism Update Committee	Monthly	JF/CK
		-Presentation to Kinsman	Complete	AB
		-World Univerity Games Cmte	Complete	AB
		-Presentation to Kinsman	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
COMMITTEE/MEETINGS/PRESENTATIONS cont'd		-GH Vacationland & Committee	Complete	AB
		-Business Clinics Dev. Cmte - Hamiton Foundation	Complete	AB
		-Antique Auto Sprints Cmte	Complete	AB
		-Glanbrook Archives Committee	Monthly	AB
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	Complete	AB
		-Hydorplane Race Committee	Complete	AB
		-Cultural Groups Committee	Bi-Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountian Bike Race	On-going	AB
		-McQueston Cultural Gardens	On-going	AB
		-Canadian Sport Fishing	On-going	AB
		-Flamborough Tourism	Ongoing	AB
		-Cdn Warplane Bldg Cmte	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB
		-Chamber of Commerce Tourism & Hospitality Committee	ongoing	JF
		- OMCA Planning Committee (Establish Local Committee)	Ongoing	JF/DK
		- OMCA Airport Welcome	Nov 1-2	JF
		- Presentation-Local High Schools Tourism Classes-as requested	Ongoing	JF
		- Festival Country Motorcoach Focus Group Cmte	Ongoing	JF
		- Festival Country Marketing Forum	Aug 31	JF/AB/Joe

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
6.	SKYLINE (tourism)	2nd Quarterly Issue - articles (on disk) TO DIANNA - final proof to Joe/Scott - Colour Approval - To Print - Delivery of Skyline	Complete	CK
7.	**FOREIGN MARKET**			
-	Japan	Marketplace	Cancelled	JF/Joe/AB
-	England	Sales/Marketplace	Cancelled	JF/Joe/AB
-	Germany	Sales/Co-op	Cancelled	JF/Joe/AB

(AUGUST) CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
PUBLIC AWARENESS				
1.	MEDIA	- Plan	Complete	Joe/EB
2.	PRESENTATIONS			
		- service groups	Complete	EB/NY
		- charitable organizations & associations	Complete	EB/NY
		- sports groups, local shopping centres		
3.	DIRECT SALES			
		- local hospitals, educational facilities	Complete	EB/NY
		- associations	Ongoing	WD
		- service groups		
		- sports administrators	Complete	EB/NY
		- join Ham Public Relations Society	Complete	EB
		- Establish Local Data Bank	Ongoing	EB/WD/AH
		- form produced & system est.	Complete	EB/WD/AH
		- report system & mailing list to Industry Partners	Sep 20	WD/AH
4.	LOCAL AWARENESS CAMPAIGN			
		- Determine new ideas 93/94 program	Complete	DK/EB
		- Explore partnership opport.'s with local media	Sep 30	EB
		- Finalize budget with Mgr Hospitality Partners	Sep 15	EB
		- Appoint Committee Members	Sep 15	EB/DK
		- Develop & approve local media campaign	Ongoing	EB/Joe
		- Decide most effective time to launch campaign & conduct award ceremonies	Complete	EB/Joe/DK
		- Prepare Ambassador List	TBD	DK
		- Location/date/menu/entertain theme/decor	TBD	DK

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PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
PUBLIC AWARENESS continued...				
		- Invitations/Marketplace/Ambass Awards Order	TBD	DK
		- Follow up calls - qualify Amb	TBD	DK
		- Conclude follow up calls	TBD	DK
		- List of VIP Invitations	TBD	DK
		- MC/speaker/photographer	TBD	DK
		- Print programme	TBD	
5.	SKYLINE (tourism)	2nd Quarterly Issue - articles (on disk) TO DIANNA - final proof to Joe/Scott - Colour Approval - To Print - Delivery of Skyline	Complete	CK
6.	PROMOTIONS (McMaster Reception)	- determine date, venue theme and participants	Fall	EB
		- Chairmans letter - coordinate invite list with Mac PR dept.	Complete	EB
		- decide menu, entertainment, speakers	Complete	EB
		- complete agenda, format, speeches	Complete	EB
		- Reception	Fall	EB
		- follow up	Fall	EB
	(McMaster Promotion)	- Place ad in Courier	Complete	EB
		- Obtain letter from Chairman to Dr. Heidlebrecht, VP & Provost McMaster	Complete	EB
		- Obtain letter from above	Complete	EB
		- Produce Data Cards	Complete	EB
		- Participate in a poster session at McMaster Tricennial Conf	Complete	WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD/AH
		- entertain possible repeat clients	On-going	EB/WD/AH
		- Telemarketing Cold Calls	On-going	WD
		- Respond to local leads	On-going	WD
		- Scheduled Sales Calls	On-going	WD
		- Site Inspections	On-going	WD
		- Bid Presentations & Preparations	On-going	WD
2.	RECEPTIONS			
		- Organize Ottawa Promo	Complete	EB
		- determine venue, theme partners & guests for **T.O. Promo**	Complete	EB
		- design invites, coordinate mailing list, menu, entertain. name badges, gifts	Complete	EB/WD
		- RSVP coordination	Complete	EB/WD
		- EVENT	Complete	EB/WD
		- Follow up clients	Complete	EB/WD
		- invoice partners	Complete	EB
		- determine venue, theme, date, partners & guests for **Ottawa Sports Promo**	Cancelled due to Budget restrictions	EB
		- design invites, coordinate mail list, menu, entertain., name badges, gifts	n/a	EB
		- RSVP coordination	n/a	EB/WD
		- EVENT	n/a	WD/AH
		- follow up clients	n/a	WD/AH
		- invoice partners	n/a	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
3.	FAM TOURS			
		David Copperfield Fam	Complete	NY
		Celebrate Fam		
		- determine angle of media piece & participating partners	TBD	EB
		- work with Janet re. invites	Cancelled	EB/JF
		- coordinate tkt selection, hotel accommodation	Cancelled	EB
		- RSVP coordination	Cancelled	EB
		- Airshow Fam	Complete	EB/JF
		- accompanying site inspect., follow up with clients	ongoing thru Aug 31	EB/WD/JOE
		CCMA Fam		
		- determine coop partners design invitations, coordinate tkts & mailing list	Cancelled due to budget restriction	EB/DK
		- coordinate RSVPs, hotel accommodation, accompanying site inspect.	Cancelled	EB
		- follow up client, invoice partners	Cancelled	EB
		Sinatra Fam		
		- Order Tickets	Complete	EB
		- determine coop partners design invites,	Complete	EB
		- coordinate RSVP, hotel accommodation, accompanying site inspection	Sep 15	EB
		- follow up clients, invoice partners	Oct 15	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	MARKETPLACES/TRADESHOWS			
		RCMA -Chicago	Complete	NY
		OCVA - Toronto	Complete	NY
		CSAE - Halifax		
		- determine coop partners	Complete	EB/Joe
		- secure space allocation	Complete	Joe/WD
		- select theme & source		
		- determine booth construction & transportation arrangements		
		- discuss set up & tear down	Complete	EB
		- develop direct mail piece		
		- determine clothing for booth, giveaways		
		- sponsorship of 1st Timer's Breakfast	Cancelled	EB
		- arrange meal, invitees, partners	N/A	EB
		- lead follow up tradeshow	Complete	EB
		- invoice partners	Sep 15	EB
5.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	Complete	EB
		- administer reserv of ad space	Complete	EB
		- liaise with Ad agency	Ongoing	EB/Joe
6.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	DK
		- Conv Services Brochure, Approve corrections (OK&D)	On Hold Complete	DK DK
		- Contact Mtg Planner for new photograph copy	On Hold	DK
		- go to print	On Hold	DK
		- Product complete & Available	On Hold	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	DIRECT MAIL PIECE			
		MAGAZINE INSERT (CSAE)		
		- determine target markets according to use ie sales promo, new clients etc.	Complete	EB
		- determine nature of funding ie cooperative or sole effort	Complete	EB
		- determine budget	Complete	EB/Joe
		- determine theme	Complete	EB
		- Meet with partners	Complete	EB
		- proof final design with agency	Complete	EB
		- distribution method	Complete	EB
		- print run	Complete	EB
8.	GREATER HAMILTON SPORTS CORPORATION LIAISON			
		- meet with Don Bowman to attract sporting events to GH facilities, strategic approach	Complete	EB
		- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups	On-going	EB/WD
		- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	On-going	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	SERVICES	(HOUSING)		
		Cdn Library Assn	Jun	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Complete	DK
		Ont Motor Coach Assn	Nov	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	May/Nov	DK
		Assn of Municipalities of Ont	Aug	
		- Contact made with AMO	Complete	DK
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued...				
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Complete	DK
3.	CONVENTION BUILDING			
		- Country Radio Seminar Nashville (Mar 3-6)	Complete	DK
		- American Society of Foundrymen Chicago	Complete	DK
		- Intern'l Science & Eng Fair Gulf Port, Miss	Complete	DK
		- Cdn Laboratory Science Animals Montreal	Complete	DK
		- Intern'l School Games Germany	Cancelled	DK
		- Cdn Assn of Fire Chiefs Quebec City	Complete	DK
		- Nat'l Square Dance Campers Hamburg, NY	Complete	DK
		- Nat'l SKAL Club of Canada Sask	Sep 22-25	JOE
		- Ont Home Builders Assn Niagara Falls, Ont	Oct 5-8	DK
		- Intern'l Bocce Championship	Oct	JOE/NICK
		- Canadian Chamber of Commerce	Sep 19-20	JOE
POST CONVENTION SURVEY				
		- Contact Convention Bureaux for sample	Complete	DK
		- Discuss/approval by Mgr	Complete	DK
		- Print forms	Complete	DK
		- Follow up procedure	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued..				
4.	VOLUNTEERS (LH)			
		- Registrations, set-up & implementation, info tables, Ottroc specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program Motivational seminar	Nov	DK/JHC
		- Attend monthly meeting	Monthly	DK/JHC
		- LH Appreciation Dinner	Complete	DK

CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION				
1.	VIDEO UPDATE			
		- consult agency re script, setting, actors	Complete	EB
		- assist with obtaining footage of venues	Complete	EB
		- supervise production & budget		
		- approval of script	Complete	EB
		- approve final production	Complete	EB
		- completion of video	Sep 15	EB/JOE
2.	SUBSIDY GRANTS			
		- conclude current agreement with Ministry of Tourism, Cult & Rec	Complete	EB
		- renegotiate agreement for 93/94 cost sharing agreement	Cancelled	EB
4.	BID PRESENTATIONS (New Bids)		JULY	
	Updated Monthly -			
		- Cdn Industrial Transp. League	Complete	NY
		- NHL Referees Training Camp	Complete	EB
		- Cdn Celiac Assn.	Ongoing	WD
		- Amateur Wine Makers Assn Ont	Ongoing	WD
		- Alliance of Cdn Travel Assn	Ongoing	WD
		- Recycling Council of Ont	Ongoing	WD
		- Digital Equip of Canada Ltd. Sales Meeting	Ongoing	WD
		- Ont Recreation Facilities Assoc	Ongoing	WD
		- Intern'l Fed. of Netball Assoc	Ongoing	WD
		- Deaf Baptist Fellowship of America	Ongoing	EB
		- Ontario Veterinary Medical Association	Ongoing	EB
		- Airport Managers Conference of Ontario	Ongoing	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION				
BID PRESENTATIONS (New Bids) *Updated Monthly* -		- Junior Chamber of Commerce	Ongoing	EB
		- Royal & Select Masters/ Masonic Lodge	Ongoing	WD
		- International Festivals Association	Ongoing	WD
		- Federated Women's Institute of Ontario	Ongoing	WD
		- National Recreation Facilities Association	Ongoing	WD
		- Municipal Law Enforcement Officers Association	Complete	WD
5.	MARKETING COMMITTEES			
		- Meeting space, agenda, minutes, reports	Monthly Aug 17	DK//EB/WD/AH
6.	CONVENTION DISPLAYS			
		- Maintain calendars for each	Ongoing	CK
		- Est upgrade-INSTAND pop-up	Ongoing	DK
		- Obtain approval from Mgr/Budget changes to structure	On Hold	DK
		- Provide ideas for pictures, panels, signage		
		- Place order		
		- Product ready		
		- Ascertain Budget-TABLE TOP		
		- Obtain Estimates		
		- Provide ideas for pictures, jointly with dept staff		
		- Place Order		
		- Product ready		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	CONVENTION LIST UPDATE/STATISTICS			
		- Update 2 conv lists	Ongoing	AP
		- Compile & maintain info on conventions booked	weekly	DK
		- track # of delegates/spectators	Ongoing	DK
		- Econ Impact after Convention	Ongoing	DK
		- Econ Impact prior Convention being held for sourcing grants	Ongoing	DK
8.	ARTICLES LOCAL PUBLICATIONS	- Media Listing etc.	TBD	INFO PERSON

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer	Complete	AB
		- Travel Trade		
		Sell Concept to Partners	Complete	AB
		Design Visual Program		
		- Letterhead		
		- Postcards	Complete	AB
		- Brochures		
		Invoice Partners	Complete	AB
		Brochure Distribution	Complete	AB/NS/JHC
		Design Ads for Newspaper, Radio	Complete	AB
		Newspaper, Radio	Complete	AB
			Complete	AB
			Complete	AB
			Complete	AB
		Economic Impact Study		
		- terms of reference	Complete	AB
		- bids	Complete	AB
		- start of study	Complete	AB
		Celebrate '94/Plan	Oct 93	AB
	TATTOO	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency Procedures	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public Relations	Complete	AB
Sponsorship	Complete	AB
Promotions	Complete	AB
Social Service Organizations	n/a	AB
Logos, Graphics & Design Program	Complete	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
	AQUAFEST	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure	Complete	AB
		Bids, Proposals & Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency/Proceed	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB
		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	Complete	AB
		Logos, Graphics & Design Program	Complete	AB
		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	Complete	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	Complete	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
2.	MEDIA PROGRAM	- Media Plan	Complete	Joe
		- discuss with OK&D ad for OMCTR "Theatre in Ont"	Complete	JF
		- discuss with OK&D, ad for OMCA's review Magazine	Complete	JF
3.	BROCHURE DEVELOPMENT	- Updates	Complete	Joe
		Festival & Events		
		- dining guide revisions/print	Complete	JHC
		- accommod. guide revision	December	JHC
		- Group Planners Guide	October	JF/AB
4.	VIDEO UPDATE			
		- Revised Version	Complete	JF/AB
5.	SCHED SALES BLITZ	**Toronto promotion**		
		- plan & execute		
		- Committee established	Complete	JF
		Michigan promotion	Cancelled	JF
		- group mission		
		- Committee established		
		- Funding to be explored		
		- Smaller missioner may happend due to budget cutbacks		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
6.	FAM TOURS	- Contact with **OMCTR** re. overseas fams to Southern Ont.	Ongoing	JF
		Love's Fam (Greensburg, PA) Festival Country - organizer	Complete	JF
		Celebrate - to be planned for months of June	Complete Jul/Aug Cancelled	JF
		Prospect Ont. - pre & post - Festival Country - organizer - Optional fam tour for buyers	Cancelled (no participants)	JF
		Peter Pan - Springfield, MA. - 3 Regions - organizer (Hamilton, K-W & London)	Complete	JF
		Ontario's Marketplace - Sept.22	Complete	JF
		OMCA	Nov 01	
		- Planning		JF
		- Execute		JF
		Theatre Aquarius/OMCTR Night - Planning	Nov 09	JF
7.	MARKETPLACES/TRADESHOWS	- Spotlight Canada in Rochester and Buffalo, New York	Complete	JHC
		- London Free Press Show	Complete	JHC
		- Sport Summit	Complete	Joe
		- TIAC	Complete	Joe/AB
		- Theatre in Ont. Mktplace, T.O.	Complete	JF
		- New Engl. Tradeshow, Boston	Complete	JF
		- Trvl Expo, Catskills, NY (coop)	Complete	JF
		- Cleveland Plain Dealer Show	Complete	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued... MARKETPLACES/TRADESHOWS cont'd				
		- Cleveland Sports Show	Complete	NS
		- Pittsburgh Consulate Show	Complete	JF
		- Prospect Ontario, Toronto	Complete	JF
		- National Tour Assn. Birmingham, Alabama	Complete	JF
		- Rendezvous Canada Winnipeg, Manitoba	Complete	JF
		- Erie County Fair (co-op) Hamburg, NY	Complete	JF/JHC
		- Spectator Travel Show (co-op) Hamilton	Complete	JHC
		- Great Day Tours Cleveland, Ohio	Cancelled	JF/JHC
		- Ont Marketplace Collingwood, Ont	Sep 19-21	AB
		- Bievnenue Quebec Montreal	Oct 18-20	JF
		- National Tour Assn Atlantic City, NJ	Nov 6-20	JOE
		- Ontario Motorcoach Assn Hamilton	Nov 01-04	ALL
		- American Bus Assn Montreal	Dec 05-10	JF
		- TIAC Ottawa	Oct 30	AB
8.	SALES DEVELOPMENT	- Mohawk College/Sheraton/ Japanese Educational Program	Complete	JF
		- Niagara Falls & RBG Floral	Complete	JF
		- Native Tours/Outdoor Adven.	Sep	JF
		- Develop itineraries for N.A & Overseas Market	Sep	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES				
1.	INFO CENTRES	- order Ministry publications for the summer season for TIC's	Complete	JHC
		- design appropriate recording chart(s) for statistics	Ongoing	JHC
		- make preparations for opening Fifty Road T.I.C. May 1	Complete	JHC
		- make preparations for opening RBG and ALS T.I.C. for Jun 5	Complete	JHC
		- research the potential for selling merchandise at the T.I.C's, prepare report	Dec 20	JHC/AB
		- needs assessment survey for selling merchandise	Sep 30	JHC
		- operating of Downtown Centre	ongoing	JHC
		- report visitor inquiry stats	ongoing	JHC
		- answering of inquiries	ongoing	JHC
		- close 50 Rd, RBG & ALS	Complete	JHC
		- student evaluations	Complete	JHC
		- report on 50 Road	Complete	JHC
	Souvenirs	- Develop report on feasibility of souvenir sales at the TIC's	Dec 15	AB/JHC
		- Survey developed	Complete	AB
2.	STEP ON GUIDE PROGRAM			
		- to design city tour & formally train/certify 5-8 tour guides	end of '93	JF/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
3.	LADY HAMILTONS	- attend Lady Hamilton Executive meetings, 1st Tue afternoon each month	ongoing	JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC
		- prepare training session for working at TIC	October	JHC
		- L.H. training sessions	Oct 15	JHC
4.	STUDENTS/CEIC	CEIC Application - design program, - quotes from teachers & supplier	Complete	AB
		CEIC Hiring	Complete	AB
		CEIC Program	Complete	AB
		CEIC Finish	Feb 94	AB
		Summer Student		AB/JHC
		Summer Student Finishing	Sep 06	AB/JHC
		- interview and hire staff for Fifty Road TIC	Complete	JHC
		- prepare work schedule for Fifty Road Info Centre for May	Complete	JHC
		- interview summer students	Complete	JHC
		- prepare Jun training for summer Travel Counsellors	Complete	JHC
		- direct, monitor & evaluate Hill Park co-op student	Complete	JHC
		- run training for summer staff	Complete	JHC
		- Open RBG & ALS TIC's	Complete	JHC
		- CEIC student		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
STUDENTS/CEIC (CONT'D)		- activities/projects	Feb 94	JF/AB
5.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country and CTM	Complete	JHC
		- distribute Celebrate'93 broch.	Complete	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- delivery & mailings of brochure requests	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	Complete	JHC
		- CTM (Brochure Dist. Co.) to Southern Ont & Boarder States	Complete	JF/AB
6.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
		- Arrange for info tables at area attractions as req'd	Ongoing	JHC
7.	STATISTICAL RECORDING & ANALYSIS	- develop New Statistical form	Complete	AB/NS
		- Inform industry on changes to recording format & why	Complete	AB
		- monitor industry for return of information	Monthly	AB
		- Compile monthly statistics	Monthly	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
		• general attendance - attractions		
		• general attendance - major festivals		
		• general attendance - entertainment		
		• motorcoach tours - individual destinations		
		• motorcoach tours - a) room nights		
		Day trips:		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		
		• No. of employees		
		- Develop recording & tracking system for tour operators	Sep 30	AB
		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC
LOCAL AWARENESS				
1.	AWARENESS WEEK	Tourism Awareness Week		
		Present Hosp Industry Awards	Complete	JF/AB
2.	MEDIA	Tourism Awareness Week	Complete	
		Compile event info	Monthly	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
3.	EVENT LINE	Compile Monthly Event Information	Monthly	AB
		Deliver to Spec-Tel	Monthly	AB
		Monitor line	On-going	AB
		Compile Spec-tel Statistics	Monthly	AB
4.	EVENT BROCHURE	Contact industry for event info	Complete	AB
		Compile information	Complete	AB
		Desk-top publication	Complete	AB
		Print EVENT BOOK Jul-Dec	Complete	AB
		Distribute publication	Complete	AB
		Distribute publication	Complete	JHC
		Contact industry for event information	Complete	AB
		Compile information	Oct - Nov	AB
		Desk-top publication	Nov 15	AB
		Print Publication	Nov 30	AB
		Distribute publication	Dec 15	AB/JHC
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Presentation to Airshow Board	Complete	AB
		-Tourism Update Committee	Monthly	JF/CK/AB
		-Presentation to Kinsman	Complete	AB
		-World Univerity Games Cmte	Complete	AB
		-Presentation to Kinsman	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
COMMITTEE/MEETINGS/PRESENTATIONS cont'd		-GH Vacationland & Committee	Complete	AB
		-Business Clinics Dev. Cmte - Hamiton Foundation	Complete	AB
		-Antique Auto Sprints Cmte	Complete	AB
		-Glanbrook Archives Committee	Monthly	AB
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	Complete	AB
		-Hydorplane Race Committee	Complete	AB
		-Cultural Groups Committee	Bi-Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountian Bike Race	On-going	AB
		-McQueston Cultural Gardens	On-going	AB
		-Canadian Sport Fishing	On-going	AB
		-Flamborough Tourism	Ongoing	AB
		-Cdn Warplane Bldg Cmte	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB
		-Chamber of Commerce Tourism & Hospitality Committee	ongoing	JF
		- OMCA Planning Committee (Local Committee)	Nov 4	JF/DK
		- OMCA Airport Welcome	Nov 1-2	JF
		- Presentation-Local High Schools Tourism Classes-as requested	Ongoing	JF
		- Festival Country Motorcoach Focus Group Cmte	Ongoing	JF
		- Festival Country Marketing Forum	Complete	JF/AB/Joe
		- Dragon Boat Races	Nov. 30	AB
		- Mum Show Committee	Ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
FESTIVALS ONTARIO CONFERENCE				
		- Strike Committee	Sep. 30	AB
		- Design Program	Oct. 30	AB
6.	SKYLINE (tourism)	2nd Quarterly Issue - articles (on disk) TO DIANNA - final proof to Joe/Scott - Colour Approval - To Print		
		- Delivery of Skyline	Complete	CK
7.	FOREIGN MARKET			
-	Japan	Marketplace	Cancelled	JF/Joe/AB
-	England	Sales/Marketplace	Cancelled	JF/Joe/AB
-	Germany	Sales/Co-op	Cancelled	JF/Joe/AB

(SEPTEMBER) CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
PUBLIC AWARENESS				
1.	MEDIA	- Plan	Complete	Joe/EB
2.	PRESENTATIONS			
		- service groups	Complete	EB/NY
		- charitable organizations & associations	Complete	EB/NY
		- sports groups, local shopping centres		
3.	DIRECT SALES			
		- local hospitals, educational facilities	Complete	EB/NY
		- associations	Ongoing	WD
		- service groups		
		- sports administrators	Complete	EB/NY
		- join Ham Public Relations Society	Complete	EB
		- Establish Local Data Bank	Ongoing	EB/WD/AH
		- form produced & system est.	Complete	EB/WD/AH
		- report system & mailing list to Industry Partners	October 4	WD/EB
4.	LOCAL AWARENESS CAMPAIGN			
		- Determine new ideas 93/94 program	Complete	DK/EB
		- Explore partnership opport.'s with local media	October 15	EB
		- Finalize budget with Mgr Hospitality Partners	Complete	EB
		- Appoint Committee Members	Complete	EB/DK
		- Develop & approve local media campaign	Ongoing	EB/Joe
		- Decide most effective time to launch campaign & conduct award ceremonies	Complete	EB/Joe/DK
		- Prepare Ambassador List	TBD	DK
		- Location/date/menu/entertain theme/decor	TBD	DK

3.1.5

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
PUBLIC AWARENESS continued...				
		- Invitations/Marketplace/Ambass Awards Order	TBD	DK
		- Follow up calls - qualify Amb	TBD	DK
		- Conclude follow up calls	TBD	DK
		- List of VIP Invitations	TBD	DK
		- MC/speaker/photographer	TBD	DK
		- Print programme	TBD	
5.	SKYLINE (tourism)	2nd Quarterly Issue		
		- articles (on disk) TO DIANNA		
		- final proof to Joe/Scott		
		- Colour Approval		
		- To Print		
		- Delivery of Skyline	Complete	CK
6.	PROMOTIONS (McMaster Reception)	- determine date, venue theme and participants	Fall	EB
		- Chairmans letter - coordinate invite list with Mac PR dept.	Complete	EB
		- decide menu, entertainment, speakers	Complete	EB
		- complete agenda, format, speeches	Complete	EB
		- Reception	Fall	EB
		- follow up/Nick letter	Fall	EB
	(McMaster Promotion)	- Place ad in Courier	Complete	EB
		- Obtain letter from Chairman to Dr. Heidlebrecht, VP & Provost McMaster	Complete	EB
		- Obtain letter from above	Complete	EB
		- Produce Data Cards	Complete	EB
		- Participate in a poster session at McMaster Tricennial Conf	Complete	WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD
		- entertain possible repeat clients	On-going	EB/WD
		- Telemarketing Cold Calls	On-going	WD/EB
		- Respond to local leads	On-going	WD/EB
		- Scheduled Sales Calls	On-going	WD/EB
		- Site Inspections	On-going	WD/EB
		- Bid Presentations & Preparations	On-going	WD/EB
2.	RECEPTIONS			
		- Organize Ottawa Promo	Complete	EB
		- determine venue, theme partners & guests for **T.O. Promo**	Complete	EB
		- design invites, coordinate mailing list, menu, entertain. name badges, gifts	Complete	EB/WD
		- RSVP coordination	Complete	EB/WD
		- EVENT	Complete	EB/WD
		- Follow up clients	Complete	EB/WD
		- invoice partners	Complete	EB
		- determine venue, theme, date, partners & guests for **Ottawa Sports Promo**	Cancelled due to Budget restrictions	EB
		- design invites, coordinate mail list, menu, entertain., name badges, gifts	n/a	EB
		- RSVP coordination	n/a	EB/WD
		- EVENT	n/a	WD/AH
		- follow up clients	n/a	WD/AH
		- invoice partners	n/a	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
3.	FAM TOURS			
		David Copperfield Fam	Complete	NY
		Celebrate Fam		
		- determine angle of media piece & participating partners	TBD	EB
		- work with Janet re. invites	Cancelled	EB/JF
		- coordinate tkt selection, hotel accommodation	Cancelled	EB
		- RSVP coordination	Cancelled	EB
		- Airshow Fam	Complete	EB/JF
		- accompanying site inspect., follow up with clients	ongoing thru Aug 31	EB/WD/JOE
		CCMA Fam		
		- determine coop partners design invitations, coordinate tkts & mailing list	Cancelled due to budget restriction	EB/DK
		- coordinate RSVPs, hotel accommodation, accompanying site inspect.	Cancelled	EB
		- follow up client, invoice partners	Cancelled	EB
		Sinatra Fam		
		- Order Tickets	Complete	EB
		- determine coop partners design invites,	Complete	EB
		- coordinate RSVP, hotel accommodation, accompanying site inspection	Complete	EB
		- follow up clients, invoice partners	Oct 15	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	MARKETPLACES/TRADESHOWS			
		RCMA -Chicago	Complete	NY
		OCVA - Toronto	Complete	NY
		CSAE - Halifax		
		- determine coop partners	Complete	EB/Joe
		- secure space allocation	Complete	Joe/WD
		- select theme & source		
		- determine booth construction & transportation arrangements		
		- discuss set up & tear down	Complete	EB
		- develop direct mail piece		
		- determine clothing for booth, giveaways		
		- sponsorship of 1st Timer's Breakfast	Cancelled	EB
		- arrange meal, invitees, partners	N/A	EB
		- lead follow up tradeshow	Complete	EB
		- invoice partners	Complete	EB
5.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	Complete	EB
		- administer reserv of ad space	Complete	EB
		- liaise with Ad agency	Ongoing	EB/Joe
6.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	DK
		- Conv Services Brochure,	On Hold	DK
		Approve corrections (OK&D)	Complete	DK
		- Contact Mtg Planner for new photograph copy	On Hold	DK
		- go to print	On Hold	DK
		- Product complete & Available	On Hold	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	DIRECT MAIL PIECE			
		MAGAZINE INSERT (CSAE)		
		- determine target markets according to use ie sales promo, new clients etc.	Complete	EB
		- determine nature of funding ie cooperative or sole effort	Complete	EB
		- determine budget	Complete	EB/Joe
		- determine theme	Complete	EB
		- Meet with partners	Complete	EB
		- proof final design with agency	Complete	EB
		- distribution method	Complete	EB
		- print run	Complete	EB
8.	GREATER HAMILTON SPORTS CORPORATION LIAISON			
		- meet with Don Bowman to attract sporting events to GH facilities, strategic approach	Complete	EB
		- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups	On-going	JOE
		- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	On-going	EB

CONVENTIONS WORK PLANS '93

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	SERVICES	(HOUSING)		
		Cdn Library Assn	Jun	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Complete	DK
		Ont Motor Coach Assn	Nov	
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	May/Nov	DK
		Assn of Municipalities of Ont	Aug	
		- Contact made with AMO	Complete	DK
		- Advise Htls re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued...				
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Complete	DK
3.	CONVENTION BUILDING			
		- Country Radio Seminar Nashville (Mar 3-6)	Complete	DK
		- American Society of Foundrymen Chicago	Complete	DK
		- Intern'l Science & Eng Fair Gulf Port, Miss	Complete	DK
		- Cdn Laboratory Science Animals Montreal	Complete	DK
		- Intern'l School Games Germany	Cancelled	DK
		- Cdn Assn of Fire Chiefs Quebec City	Complete	DK
		- Nat'l Square Dance Campers Hamburg, NY	Complete	DK
		- Nat'l SKAL Club of Canada Sask	Cancelled	JOE
		- Ont Home Builders Assn Niagara Falls, Ont	Oct 5-8	DK
		- Intern'l Bocce Championship	Oct 5-10	JOE/NICK
		- Canadian Chamber of Commerce	Cancelled	JOE
POST CONVENTION SURVEY				
		- Contact Convention Bureaux for sample	Complete	DK
		- Discuss/approval by Mgr	Complete	DK
		- Print forms	Complete	DK
		- Follow up procedure	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued..				
4.	VOLUNTEERS (LH)			
		- Registrations, set-up & implementation, info tables, Ottroc specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program Motivational seminar	Nov	DK/JHC
		- Attend monthly meeting	Monthly	DK/JHC
		- LH Appreciation Dinner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION				
1.	VIDEO UPDATE			
		- consult agency re script, setting, actors	Complete	EB
		- assist with obtaining footage of venues	Complete	EB
		- supervise production & budget		
		- approval of script	Complete	EB
		- approve final production	Complete	EB
		- completion of video	Oct 15	EB/JOE
2.	SUBSIDY GRANTS			
		- conclude current agreement with Ministry of Tourism, Cult & Rec	Complete	EB
		- renegotiate agreement for 93/94 cost sharing agreement	Cancelled	EB
4.	BID PRESENTATIONS (New Bids) *Updated Monthly -*		JULY	
		- Cdn Industrial Transp. League	Complete	NY
		- NHL Referees Training Camp	Complete	EB
		- Cdn Celiac Assn.	Ongoing	WD
		- Amateur Wine Makers Assn Ont	Ongoing	WD
		- Alliance of Cdn Travel Assn	Ongoing	WD
		- Recycling Council of Ont	Complete	WD
		- Digital Equip of Canada Ltd. Sales Meeting	Complete	WD
		- Ont Recreation Facilities Assoc	Ongoing	WD
		- Intern'l Fed. of Netball Assoc	Complete	WD
		- Deaf Baptist Fellowship of America	Complete	EB
		- Ontario Veterinary Medical Association	Ongoing	EB
		- Airport Managers Conference of Ontario	Complete	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	BID PRESENTATIONS (New Bids) *Updated Monthly* - (cont'd)		JULY	
		- Professional Photographers of Ontario	Ongoing	WD
		- Boys' Army Reunion	Ongoing	WD
		- Ontario Association of Mathematics Educators	Ongoing	WD
		- Soil and Water Conservation Society	Ongoing	WD
CONVENTION ADMINISTRATION				
	BID PRESENTATIONS (New Bids) *Updated Monthly* -			
		- Junior Chamber of Commerce	Ongoing	EB
		- Royal & Select Masters/ Masonic Lodge	Ongoing	WD
		- International Festivals Association	Ongoing	WD
		- Federated Women's Institute of Ontario	Ongoing	WD
		- National Recreation Facilities Association	Ongoing	WD
		- CFL Evaluation Conference & CFL Draft	Onging	EB
5.	MARKETING COMMITTEES			
		- Meeting space, agenda, minutes, reports	Monthly	DK//EB/WD/JOE

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
6.	CONVENTION DISPLAYS			
		- Maintain calendars for each	Ongoing	CK
		- Est upgrade-INSTAND pop-up	Ongoing	DK
		- Obtain approval from Mgr/Budget changes to structure	On Hold	DK
		- Provide ideas for pictures, panels, signage		
		- Place order		
		- Product ready		
		- Ascertain Budget-TABLE TOP		
		- Obtain Estimates		
		- Provide ideas for pictures, jointly with dept staff		
		- Place Order		
		- Product ready		
7.	CONVENTION LIST UPDATE/STATISTICS			
		- Update 2 conv lists	Ongoing	AP
		- Compile & maintain info on conventions booked	weekly	DK
		- track # of delegates/spectators	Ongoing	DK
		- Econ Impact after Convention	Ongoing	DK
		- Econ Impact prior Convention being held for sourcing grants	Ongoing	DK
8.	ARTICLES LOCAL PUBLICATIONS	- Media Listing etc.	TBD	INFO PERSON

3-1 f

Hamilton
Entertainment
and Convention
Facilities Inc.

101 York Boulevard
Hamilton, Ontario
Canada L8R 3L4
Tel. 416/546-4000
Fax 416/527-6856

September 21, 1993

Ms. Lynda Sohal
Legislative Assistant
Office of the Clerk
The Regional Municipality
of Hamilton-Wentworth

Dear Ms. Sohal:

Re: **H.E.C.F.I. Representation : Tourism and Convention Development Advisory Board**

The issue of H.E.C.F.I.'s representation on the Tourism and Convention Development Advisory Board was referred to the Finance and Administration Committee (a Standing Committee of the full Board) from the Board of Directors at its meeting held August 27, 1993. At its meeting held September 16th, the Finance and Administration Committee tabled the issue pending the receipt of additional information.

I will keep you apprised of any future discussion or decision-making which takes place.

Sincerely,

HAMILTON ENTERTAINMENT AND CONVENTION FACILITIES INC.

Patricia Bennett
Legislative Assistant

"It's all Greek to me!"
RESTAURANT

3-19

October 26th, 1993

Dear Lynn:

Please advise Economic Development Committee of my decision to resign as a Citizen appointee to the Tourism & Convention Board.

As an owner operator in the hospitality industry, I had hoped to express some of my views and offer my earned insight in the field.

Politicians have rarely had the wisdom and acumen to see this Industry for what it is, chosing instead to view it as a segment of the economy that can be over-taxed and under-valued.

It is unfortunate that the present structure of this Board gives one no opportunity to address issues which are of great concern to our Community.

Therefore, I will continue to spend my time and energy in servicing my patrons and fighting the present economy for my mere existance.

Sincerely,

mp for Margaret Tsangarakis

Margaret Tsangarakis

Ms. Lynn Sohal
Regional Clerk's Office
Region of Hamilton Wentworth
FAX #546-2546

287 King St. E., Hamilton, Ontario L8N 1B9 Tel: (416) 527-0044

URBAN/MUNICIPAL
CA3 ON HW 079
A35
1993

HAMILTON-WENTWORTH

MORANDUM

URBAN M
NOV 1993
GOVERNMENT DOCUMENTS

TO: Chairman and Members
Tourism and Convention
Development Advisory Board

FROM: Lynda Sohal
Legislative Assistant
Office of the Regional Clerk

PHONE: (905) 546-2148

SUBJECT: **Meeting of December 2, 1993**

DATE: November 26, 1993

Please be advised that a quorum was not present at the November 4, 1993 meeting of the Tourism and Convention Development Advisory Board. Therefore, the items on that agenda are outstanding and will be discussed at the next meeting to be held on December 2, 1993.

Please note that the previously distributed agenda **WILL NOT BE REPRODUCED**, therefore, please ensure that you bring the agenda with you to the next meeting.

The following additional items are attached for your information and will also be discussed at the next meeting:

New Business #1 **Minutes** of the Tourism and Conventions Development Advisory Board meeting held on November 4, 1993.

For the information of the Advisory Board.

New Business #2 **Copy of Tourism Work Plans '93 for the month of October**

For the information of the Advisory Board.

New Business #3 **Copy of Conventions Work Plans '93 for the month of October**

For the information of the Advisory Board.

Ruth Greenwood
Hamilton Public Library
2nd Fl., 55 York Blvd.
Hamilton, Ontario
L8R 3K1

tou

New Business #4 **Correspondence** received from Lehigh Valley Motorcoach expressing appreciation for hospitality extended during the "Fam Tour" of Hamilton-Wentworth held on November 1-2, 1993.

For the information of the Advisory Board.

New Business #5 **Mandate of the Tourism and Convention Development Advisory Board**

Nick Catalano to address the Advisory Board.

New Business #6 **Report to the Economic Development and Planning Committee**

Joe Fardell to address the Committee.

If you have any further questions or concerns, please feel free to contact me directly.

Thank-you.

Lynda Sohal

attach.

N-B-1

MINUTES OF THE TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

The Tourism and Convention Development Advisory Board met on Thursday, November 4, 1993, at 8:30 o'clock a.m., in the 15th Floor Committee Room, Regional Offices. There was No Quorum present 30 minutes after the appointment time. The Committee Secretary recorded the names of those present, and the meeting stood adjourned.

Present:	Chairman P. Mercanti Messrs. D. Dailley, K. Gregg
Also Present:	Messrs. J. Fardell, N. Catalano Mme. L. Sohal

The following item was discussed informally:

2. DELEGATION

2.1 Copy of correspondence to Mr. Marvin Caplan, Chairman, Downtown Business Improvement Area, inviting him to attend the Tourism and Convention Development Advisory Board meeting to discuss the following issues:

a) Potential implementation of a Fair Exchange Program in Hamilton-Wentworth;

b) Revitalization of the downtown area.

a) Potential implementation of a Fair Exchange Program in Hamilton-Wentworth;

Mr. Caplan attended the meeting and general discussion took place respecting this issue. The issue of a Fair Exchange Program was discussed and the following areas of concern were explored:

i) The hospitality industry is being unfair to tourists by not providing consistent foreign exchange rates.

ii) Upon arrival to the Region, tourists are provided with information packages. They should also be advised that the best foreign exchange rates are available from the local Banks and Trust Companies.

iii) Visiting tourists that are foreign to the Canadian Goods and Services Tax (GST), should be advised that they are entitled to a return on the GST they have paid on purchases and how and where they can obtain these returns.

It was suggested that a program be implemented that would encompass businesses in the community pledging to maintain foreign exchange rates within 2% of the rates that are currently being offered at financial institutions. Subsequently, this information would be relayed to all tourists upon arrival.

This program can be initiated by first approaching the hotels in the area and eventually augmenting the program to include merchants and retailers also in the area. Eventually, all businesses participating in this program would have signs displayed in their establishments, indicating that they offer exchange rates within 2% of the rates being offered at financial institutions.

Mr. Caplan also expressed his thoughts on the location of the Tourism Office at the corners of King and Catherine Streets. He believes that although the location of the Tourism Office is not primarily in the centre of downtown, it should remain at its present location. The following ideas were discussed:

i) The public needs to be encouraged to take the opportunity to visit the Tourism Office which will, hopefully, initiate an inquisitive reaction from the tourists and attract them to venture into that portion of the downtown core.

ii) The Economic Development Department has established an organization of volunteer women, from within the community, that are responsible for operating various information desks throughout the Region. These volunteers are referred to as "Lady Hamiltons".

ii) There is a need to encourage the newspapers and media to acknowledge the existence of these "Lady Hamiltons" and commend them for their dedicated time and devotion to the Regional Municipality of Hamilton-Wentworth. It is important that appreciation and acknowledgement be expressed for their continued support and commitment for their community.

b) Revitalization of the downtown area.

Mr. Caplan advised that the Renaissance Committee has identified downtown as major attraction for the tourism and convention industry. It was felt that if the downtown core can be revitalized, the Region will benefit tremendously. It is imperative that the lead be taken and possibilities of betterment be investigated and implemented as soon as possible. The following areas of concern were identified and discussed:

i) Downtown is the heart of the Region. The Downtown Business Improvement Area (BIA) utilizes the symbol of a heart to represent themselves. They have worked very intensely towards successfully slowing down the rate of deterioration of the downtown area. It is critical that this area does not deteriorate any further than it already has.

ii) Our "City Fathers" made an important choice several years ago to incorporate a Regional shopping centre (Jackson Square/Eaton Centre) with a Government Tower (Ellen Fairclough Building) to act as a backhole that would draw members of the public into the downtown core.

iii) A bottom-up approach has to be taken to rectify the current situation of the downtown area. The process that has been established to steer tourists to Hamilton-Wentworth, is very important.

iv) As leases come up for renewal, business are re-evaluating their present location of operation and attempting to determine if it will remain the best location for them to continue making a living.

v) Conventions are currently being advertised in retail stores in Jackson Square and the Eaton Centre in conjunction with the Sheraton Hamilton.

There is a desperate need to examine these concerns and attempt to rectify this situation as soon as possible. The following suggestions were recommended and discussed:

Coupon Books

- Provide tourists with some type of book containing information about Hamilton-Wentworth that includes coupons or discounts for various establishments in the area. (Such as hotels, restaurants, entertainment establishments, etc.)

- There are minimal overhead costs involved in producing the coupon books and there does not seem to be a problem in assimilating these costs.

- The problem occurs with the organization and distribution of the books. Any offers of assistance in performing these duties from either Regional staff or the Advisory Board would be greatly welcomed and appreciated.

Welcome Signs

- Placing welcome signs in the windows of storefronts is an excellent advertising tool that can be utilized in welcoming tourists to Hamilton-Wentworth.

- Taking advantage of the banners that are posted on Main Street as one approaches the downtown area, is another wonderful mechanism of welcoming tourists to our Region.

Keeping the City Clean

It is critical to acquire assistance in the upkeep of the cleanliness of the downtown area. Everyone needs to get involved and help in keeping the area clean, by doing so, it will make it much easier to maintain. This includes members of the public, citizens and business people of Hamilton-Wentworth, including staff of the Regional and City Corporations.

Safety Issues

- There is concern for the safety issue in the downtown area. Unfortunately, the ongoing budget cut-backs have also affected the Police Department, and there doesn't seem to be enough money to accommodate all of the needs and requests made by the various areas Hamilton-Wentworth.

- The existence of an auxiliary presence needs to be encouraged and considered. Any influences that can be offered to promote this type of service within the community is strongly recommended and would be appreciated.

Other ideas that were discussed:

- A service is what a customers expects. Extraordinary service is what should be offered to the consumers of the Tourism and Convention industry in Hamilton-Wentworth.

- There is a need to establish what steps can be taken to make visits to Hamilton-Wentworth more superior and improved.

- Some type of an "Ad-hoc return mail system" would assist in promoting the businesses in the community and establishing a rapport with tourists to the area.

- Mr. Caplan advised that it is imperative that the Jamesville and International Village BIA's are included in the actions of the Downtown BIA because they are all in the downtown area.

- There are a lot of opportunities for the incorporation of innovative concepts to enhance tourism to Hamilton-Wentworth.

Seat sales

- Several shows at Hamilton Place often end with a high number of available seats, on the night that the show is to take place.

- An excellent incentive for last day ticket sales is to offer tourists visiting the Hamilton-Wentworth area and citizens tickets at half-price on the day of the show.

- Consideration needs to be given to possibly advertising these empty seats when they are available.

Tourist Bucks

- Another consideration was some type of cross-promotion rebate amongst businesses in the Region by offering "tourist bucks" when visiting a specific business establishment. Once the discount is redeemed at that establishment they are provided with additional "tourist bucks" for another establishment within the area. An example of this concept would be a discount coupon being offered for a visit to the African Lion Safari, upon redemption, it would be "exchanged" for a discount coupon for a visit to the Canadian Warplane Heritage Museum.

Internal Promotion

- Local tourism, itself, needs promotion internally. The reality of statistics indicate that 80% of citizens living in Hamilton-Wentworth have never visited the African Lion Safari, and approximately 90% have never been to the Canadian Warplane Heritage Museum.

- At the same time, we have to concentrate on being conscientious of the tourists currently visiting Hamilton-Wentworth by ensuring that they are taken care of, so that a lasting impression is always maintained. The perception that the existing tourists sustain of Hamilton-Wentworth will ultimately lead to word of mouth referrals which can critically increase the potential tourists to this area in the future.

- There is a fair amount of funds allocated to attracting new businesses in Hamilton-Wentworth. However, there is a greater need to promote existing businesses in the community and ensure that they stay in business.

Leaving a Lasting Impression

- It is essential that we do whatever we can to leave a lasting impression on tourists and have them remember that Hamilton-Wentworth was better than the last place they visited.

- Funds that are already allocated to the Tourism and Convention industry can be spent on buttons welcoming convention delegates and signs being placed in storefront operations that also welcome delegates to Hamilton-Wentworth. In addition, advising tourists that they are eligible for a discount wherever they notice one of these signs will entice their curiosity because they are being offered a little extra and receiving more than they anticipated.

Adapting too easily

- Quite often the general community seems to be willing to adapt too easily. As an example, consider all of the people walking through the downtown core disregarding the garbage scattered all over the place, and believing that it is not their job to clean it up. Hence, everyone seems to have adapted to the everyday "uglies" in society. We should not be so quick to adapt so easily to these situations, because ultimately, you will never have a second chance to make a good impression.

Staff indicated that they were generally pleased with the opportunity to receive the comments and feedback presented by Mr. Caplan and the responses that were made by members of the Advisory Board. Staff advised that of the 11 suggestions that were presented, 8 are presently being implemented. The following obstacles are alleviating the potential success of these suggestions:

a) Not effectively communicating the available information to the necessary people;

b) The necessary key players are missing and not involved in the current process; and

c) Lack of communication with the representatives of the various BIA's is an important element that seems to be missing.

Coupon Books

- Staff advised that the concept of offering coupons is already in place with merchants from Jackson Square. Upon booking a convention, information packages are sent out to all delegates which include an insertion of coupons for local businesses.

- Staff informed that in the past, representatives of the BIA's have been approached about the production of these packages and advised of the importance of implementing this type of program. Staff further advised that the manpower was available for distribution of this material, however, an individual was required to organize this type of venture. Unfortunately, this project was never pursued.

Public Attitude

- The theory of Tourism is not fully comprehended by all businesses in the Tourism industry. It has dwindled to business people that seem to have a better understanding of the industry. There seems to be an ignorance of what a tourist is and the impact they can have on business establishments.

- Attempts have been made to try to involve retailers but there seems to be a lack of general understanding. It was found that the people with a tourism mindset seemed to be the only ones that were genuinely interested and concerned.

Co-ordinating efforts

- Representatives of the various business areas and staff of the Tourism Division need to get together to brainstorm and come up with some workable suggestions on how to collectively co-ordinate all efforts.

- There is a need to have someone co-ordinate listings of upcoming conferences to the area and advise the various BIA's, who in turn can cascade this information to all of the respective retailers. This will prove to be advantageous to all of the parties involved.

- If the staff of our Economic Development Department can assist in initiating the communication between the retailers, everyone in the hospitality industry will benefit tremendously.

- It is necessary to maintain a willingness from the affiliated groups to work co-operatively to accomplish these goals.

Where to go from here...

- An educational approach needs to be taken towards the BIA membership. Also, there is a need to establish a contact person amongst the hotels, motels and retail stores in the area.

- Mr. Caplan indicated that it was imperative to have representatives of the Hotel industry and this Advisory Board involved with the BIA's. He recommended that Mr. Dick Brocker and Mr. Joe Fardell start attending some of the meetings of the BIA's and act as a liaison between the BIA's and the Tourism and Convention Development Advisory Board.

Similar organized groups

- Staff advised that an informal task force has been established by Mayor Morrow of the City of Hamilton. This task force is comprised of 25 business representatives that are meeting to discuss various downtown issues. Mr. Catalano strongly urged Chairman Mercanti to contact the Mayor's Office and request to be involved with this task force as a representative of the Tourism and Convention Development Advisory Board.

- The existence of the Renaissance Committee headed by Barry Boatman was discussed. Staff indicated that it is imperative that Chairman Mercanti ensure that his voice be heard on this Committee also.

- Staff indicated that sporadic attendance at meetings of these groups has lead to the conclusion that all three groups are headed for the same common goals and objectives since similar suggestions and recommendations are being consistently discussed. The only element that has been overlooked is that neither of the other groups have the political and administrative resources available to them that this Advisory Group does.

- Staff advised that all three of these Committees have identical intentions and interests and it was strongly recommended that this Advisory Board immediately seize the opportunity to be heard on the other groups.

- It is imperative that immediate attention be given to how these three groups can be collaborated and what can be done to collectively solve the problems that have been outlined all of them.

- Staff indicated that this issue is of enough importance that it can be incorporated into the 1994 work plans for the Tourism Division of the Economic Development Department.

Financial considerations

- Staff advised the Advisory Committee that the 1994 Current Budget is currently being worked on and 65% of the budget has essentially been geared towards the tourism and convention industry.

- Even during the current difficult economic times, it has been noted that the administrative mindset has recognized that focusing on the hospitality industry is a critical necessity for the general betterment of the Regional Municipality of Hamilton-Wentworth.

_____

Chairman

_____

Secretary

(OCTOBER) TOURISM WORK PLANS '93

NOV 0 5 1993

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer	Complete	AB
		- Travel Trade		
		Sell Concept to Partners	Complete	AB
		Design Visual Program		
		- Letterhead		
		- Postcards	Complete	AB
		- Brochures		
		Invoice Partners	Complete	AB
		Brochure Distribution	Complete	AB/NS/JHC
		Design Ads for Newspaper, Radio	Complete	AB
		Newspaper, Radio	Complete	AB
			Complete	AB
			Complete	AB
			Complete	AB
		Economic Impact Study		
		- terms of reference	Complete	AB
		- bids	Complete	AB
		- start of study	Complete	AB
		Celebrate '94/Plan	Oct 93	AB
	TATTOO	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB

N.B.2

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency Procedures	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public Relations	Complete	AB
Sponsorship	Complete	AB
Promotions	Complete	AB
Social Service Organizations	n/a	AB
Logos, Graphics & Design Program	Complete	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
	AQUAFEST	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure	Complete	AB
		Bids, Proposals & Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	On-going	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Complete	AB
		OPERATIONS		
		Medical Services	Complete	AB
		Communications	Complete	AB
		Box Office/Tkt Operations	Complete	AB
		Facilities & Equipment	Complete	AB
		Security & Emergency/Proceed	Complete	AB
		Parking	Complete	AB
		Concessions	Complete	AB
		Food Services		
		Refuse/Sanitation	Complete	AB
		Transportation	Complete	AB
		Programmes	Complete	AB
		Accommodations	Complete	AB
		Signage	Complete	AB
		Warehousing	Complete	AB
		SPECIAL SERVICES		
		Handicap Services (Washrooms & Food)	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		HOSPITALITY		
		Ceremonies & Protocol	Complete	AB
		Spectator & Performer Services	Complete	AB
		Entertainment	Complete	AB
		Awards & Gifts	Complete	AB
		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	Complete	AB
		Logos, Graphics & Design Program	Complete	AB
		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	Complete	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	Complete	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
2.	MEDIA PROGRAM	- Media Plan	Complete	Joe
		- discuss with OK&D ad for OMCTR "Theatre in Ont"	Complete	JF
		- discuss with OK&D, ad for OMCA's review Magazine	Complete	JF
3.	BROCHURE DEVELOPMENT	- Updates	Complete	Joe
		Festival & Events		
		- dining guide revisions/print	Complete	JHC
		- accommod. guide revision	December	JHC
		- Group Planners Guide	Complete	JF/AB
4.	VIDEO UPDATE			
		- Revised Version	Complete	JF/AB
5.	SCHED SALES BLITZ	**Toronto promotion**		
		- plan & execute		
		- Committee established	Complete	JF
		Michigan promotion	Cancelled	JF
		- group mission		
		- Committee established		
		- Funding to be explored		
		- Smaller missioner may happend due to budget cutbacks		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
6.	FAM TOURS	- Contact with **OMCTR** re. overseas fams to Southern Ont.	Ongoing	JF
		Love's Fam (Greensburg, PA) Festival Country - organizer	Complete	JF
		Celebrate - to be planned for months of June	Complete Jul/Aug Cancelled	JF
		Prospect Ont. - pre & post - Festival Country - organizer - Optional fam tour for buyers	Cancelled (no participants)	JF
		Peter Pan - Springfield, MA. - 3 Regions - organizer (Hamilton, K-W & London)	Complete	JF
		Ontario's Marketplace - Sept.22	Complete	JF
		OMCA	Nov 01	
		- Planning		JF
		- Execute		JF
		Lee Valley Motorcoach Tours Pocono Lake, PA	Nov 1-2	
		- Planning		JF
		- Execute		JHC
		Theatre Aquarius/OMCTR Night - Planning	Dec 01	
		- Execute		JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF

TOURISM SALES Continued...

7.		MARKETPLACES/TRADESHOWS - Spotlight Canada in Rochester and Buffalo, New York	Complete	JHC
		- London Free Press Show	Complete	JHC
		- Sport Summit	Complete	Joe
		- TIAC	Complete	Joe/AB
		- Theatre in Ont. Mktplace, T.O.	Complete	JF
		- New Engl. Tradeshow, Boston	Complete	JF
		- Trvl Expo, Catskills, NY (coop)	Complete	JF
		- Cleveland Plain Dealer Show	Complete	JF
		- Cleveland Sports Show	Complete	NS
		- Pittsburgh Consulate Show	Complete	JF
		- Prospect Ontario, Toronto	Complete	JF
		- National Tour Assn. Birmingham, Alabama	Complete	JF
		- Rendezvous Canada Winnipeg, Manitoba	Complete	JF
		- Erie County Fair (co-op) Hamburg, NY	Complete	JF/JHC
		- Ham. Spectator Trvl Show co-op	Complete	JHC
		- Great Day Tours Cleveland, Ohio	Cancelled	JF/JHC
		- Ont Marketplace Collingwood, Ont	Complete	AB
		- Bievnenue Quebec Montreal	Complete	JF
		- National Tour Assn Atlantic City, NJ	Nov 6-20	JOE
		- Ontario Motorcoach Assn Hamilton	Nov 01-04	JF/DK
		- American Bus Assn Montreal	Dec 05-10	JF
		- TIAC Ottawa	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
8.	SALES DEVELOPMENT	- Mohawk College/Sheraton/ Japanese Educational Program	Complete	JF
		- Niagara Falls & RBG Floral	Complete	JF
		- Native Tours/Outdoor Advent.	Complete	JF
		- Develop itineraries for N.A & Overseas Market	Complete	JF
TOURISM SERVICES				
1.	INFO CENTRES	- order Ministry publications for the summer season for TIC's	Complete	JHC
		- design appropriate recording chart(s) for statistics	Ongoing	JHC
		- make preparations for opening Fifty Road T.I.C. May 1	Complete	JHC
		- make preparations for opening RBG and ALS T.I.C. for Jun 5	Complete	JHC
		- research the potential for selling merchandise at the T.I.C's, prepare report	Dec 20	JHC/AB
		- needs assessment survey for selling merchandise	Sep 30	JHC
		- operating of Downtown Centre	ongoing	JHC
		- report visitor inquiry stats	ongoing	JHC
		- answering of inquiries	ongoing	JHC
		- close 50 Rd, RBG & ALS	Complete	JHC
		- student evaluations	Complete	JHC
		- report on 50 Road	Complete	JHC
	Souvenirs	- Develop report on feasibility of souvenir sales at the TIC's	Dec 15	AB/JHC
		- Survey developed	Complete	AB
2.	STEP ON GUIDE PROGRAM			
		- to design city tour & formally train/certify 5-8 tour guides	end of '93	JF/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
3.	LADY HAMILTONS	- attend Lady Hamilton Executive meetings, 1st Tue afternoon each month	ongoing	JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC
		- prepare training session for working at TIC	October	JHC
		- L.H. training sessions	Oct 15	JHC
4.	STUDENTS/CEIC	CEIC Application - design program, - quotes from teachers & supplier	Complete	AB
		CEIC Hiring	Complete	AB
		CEIC Program	Complete	AB
		CEIC Finish	Feb 94	AB
		Summer Student		AB/JHC
		Summer Student Finishing	Complete	AB/JHC
		- interview and hire staff for Fifty Road TIC	Complete	JHC
		- prepare work schedule for Fifty Road Info Centre for May	Complete	JHC
		- interview summer students	Complete	JHC
		- prepare Jun training for summer Travel Counsellors	Complete	JHC
		- direct, monitor & evaluate Hill Park co-op student	Complete	JHC
		- run training for summer staff	Complete	JHC
		- Open RBG & ALS TIC's	Complete	JHC
		- CEIC student		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
STUDENTS/CEIC (CONT'D)		- activities/projects	Feb 94	JF/AB
5.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country and CTM	Complete	JHC
		- distribute Celebrate'93 broch.	Complete	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- delivery & mailings of brochure requests	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	Complete	JHC
		- CTM (Brochure Dist. Co.) to Southern Ont & Boarder States	Complete	JF/AB
6.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
		- Arrange for info tables at area attractions as req'd	Ongoing	JHC
7.	STATISTICAL RECORDING & ANALYSIS	- develop New Statistical form	Complete	AB/NS
		- Inform industry on changes to recording format & why	Complete	AB
		- monitor industry for return of information	Monthly	AB
		- Compile monthly statistics	Monthly	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
		• general attendance - attractions		
		• general attendance - major festivals		
		• general attendance - entertainment		
		• motorcoach tours - individual destinations		
		• motorcoach tours - a) room nights		
		Day trips:		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		
		• No. of employees		
		- Develop recording & tracking system for tour operators	Dec 30	AB
		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC
LOCAL AWARENESS				
1.	AWARENESS WEEK	Tourism Awareness Week		
		Present Hosp Industry Awards	Complete	JF/AB
2.	MEDIA	Tourism Awareness Week	Complete	
		Compile event info	Monthly	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
3.	EVENT LINE	Compile Monthly Event Information	Monthly	AB
		Deliver to Spec-Tel	Monthly	AB
		Monitor line	On-going	AB
		Compile Spec-tel Statistics	Monthly	AB
4.	EVENT BROCHURE	Contact industry for event info	Complete	AB
		Compile information	Complete	AB
		Desk-top publication	Complete	AB
		Print EVENT BOOK Jul-Dec	Complete	AB
		Distribute publication	Complete	AB
		Distribute publication	Complete	JHC
		Contact industry for event information	Complete	AB
		Compile information	Complete	AB
		Desk-top publication	Nov 15	AB
		Print Publication	Nov 30	AB
		Distribute publication	Dec 15	AB/JHC
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Presentation to Airshow Board	Complete	AB
		-Tourism Update Committee	Monthly	JF/CK/AB
		-Presentation to Kinsman	Complete	AB
		-World Univerity Games Cmte	Complete	AB
		-Presentation to Kinsman	Complete	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
COMMITTEE/MEETINGS/PRESENTATIONS cont'd				
		-GH Vacationland & Committee	Complete	AB
		-Business Clinics Dev. Cmte - Hamiton Foundation	Complete	AB
		-Antique Auto Sprints Cmte	Complete	AB
		-Glanbrook Archives Committee	Monthly	AB
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	Complete	AB
		-Hydorplane Race Committee	Complete	AB
		-Cultural Groups Committee	Bi-Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountian Bike Race	On-going	AB
		-McQueston Cultural Gardens	On-going	AB
		-Canadian Sport Fishing	On-going	AB
		-Flamborough Tourism	Ongoing	AB
		-Cdn Warplane Bldg Cmte	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB
		-Chamber of Commerce Tourism & Hospitality Committee	ongoing	JF
		- OMCA Planning Committee (Local Committee)	Nov 04	JF/DK
		- OMCA Airport Welcome	Cancelled	JF
		- Presentation-Local High Schools Tourism Classes-as requested	Ongoing	JF
		- Festival Country Motorcoach Focus Group Cmte	Ongoing	JF
		- Festival Country Marketing Forum	Complete	JF/AB/Joe
		- Dragon Boat Races	Nov. 30	AB
		- Mum Show Committee	Ongoing	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS (CONT'D)				
FESTIVALS ONTARIO CONFERENCE				
		- Strike Committee	Sep. 30	AB
		- Design Program	Oct. 30	AB
6.	SKYLINE	4th Quarterly Issue		
		- articles (on disk) TO DIANNA	Nov 15	
		- final proof to Joe/Scott	Nov 25	
		- Colour Approval	Dec 09	
		- To Print	Dec 13	
		- Delivery of Skyline	Dec 21	CK
7.	**FOREIGN MARKET**			
-	Japan	Marketplace	Cancelled	JF/Joe/AB
-	England	Sales/Marketplace	Cancelled	JF/Joe/AB
-	Germany	Sales/Co-op	Cancelled	JF/Joe/AB

(OCTOBER) [redacted] WORK PLANS '93

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PROGRAM	TASK	DESCRIPTION	DATE	STAFF
PUBLIC AWARENESS				
1.	MEDIA	- Plan	Complete	Joe/EB
2.	PRESENTATIONS			
		- service groups	Complete	EB/NY
		- charitable organizations & associations	Complete	EB/NY
		- sports groups, local shopping centres		
3.	DIRECT SALES			
		- local hospitals, educational facilities	Complete	EB/NY
		- associations	Ongoing	WD
		- service groups		
		- sports administrators	Complete	EB/NY
		- join Ham Public Relations Society	Complete	EB
		- Establish Local Data Bank	Ongoing	EB/WD/AH
		- form produced & system est.	Complete	EB/WD/AH
		- report system & mailing list to Industry Partners	Nov 15	WD/EB
4.	LOCAL AWARENESS CAMPAIGN			
		- Determine new ideas 93/94 program	Complete	DK/EB
		- Explore partnership opport.'s with local media	'94 Budget	EB
		- Finalize budget with Mgr Hospitality Partners	Complete	EB
		- Appoint Committee Members	Complete	EB/DK
		- Develop & approve local media campaign	Ongoing	EB/Joe
		- Decide most effective time to launch campaign & conduct award ceremonies	Complete	EB/Joe/DK
		- Prepare Ambassador List	TBD '94	DK
		- Location/date/menu/entertain theme/decor	TBD '94	DK

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PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
PUBLIC AWARENESS continued...				
		- Invitations/Marketplace/Ambass Awards Order	TBD '94	DK
		- Follow up calls - qualify Amb	TBD '94	DK
		- Conclude follow up calls	TBD '94	DK
		- List of VIP Invitations	TBD '94	DK
		- MC/speaker/photographer	TBD '94	DK
		- Print programme	TBD '94	
5.	SKYLINE	4th Quarterly Issue		
		- articles (on disk) TO DIANNA	Nov 15	
		- final proof to Joe/Scott	Nov 25	
		- Colour Approval	Dec 09	
		- To Print	Dec 13	
		- Delivery of Skyline	Dec 21	CK
6.	PROMOTIONS (McMaster Reception)	- determine date, venue theme and participants	Fall	EB
		- Chairmans letter - coordinate invite list with Mac PR dept.	Complete	EB
		- decide menu, entertainment, speakers	Complete	EB
		- complete agenda, format, speeches	Complete	EB
		- Reception	Fall	EB
		- follow up/Nick letter	Fall	EB
	(McMaster Promotion)	- Place ad in Courier	Complete	EB
		- Obtain letter from Chairman to Dr. Heidlebrecht, VP & Provost McMaster	Complete	EB
		- Obtain letter from above	Complete	EB
		- Produce Data Cards	Complete	EB
		- Participate in a poster session at McMaster Tricennial Conf	Complete	WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD
		- entertain possible repeat clients	On-going	EB/WD
		- Telemarketing Cold Calls	On-going	WD/EB
		- Respond to local leads	On-going	WD/EB
		- Scheduled Sales Calls	On-going	WD/EB
		- Site Inspections	On-going	WD/EB
		- Bid Presentations & Preparations	On-going	WD/EB
2.	RECEPTIONS			
		- Organize Ottawa Promo	Complete	EB
		- determine venue, theme partners & guests for **T.O. Promo**	Complete	EB
		- design invites, coordinate mailing list, menu, entertain. name badges, gifts	Complete	EB/WD
		- RSVP coordination	Complete	EB/WD
		- EVENT	Complete	EB/WD
		- Follow up clients	Complete	EB/WD
		- invoice partners	Complete	EB
		- determine venue, theme, date, partners & guests for **Ottawa Sports Promo**	Cancelled due to Budget restrictions	EB
		- design invites, coordinate mail list, menu, entertain., name badges, gifts	n/a	EB
		- RSVP coordination	n/a	EB/WD
		- EVENT	n/a	WD/AH
		- follow up clients	n/a	WD/AH
		- invoice partners	n/a	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SALES continued...				
3.	FAM TOURS			
		David Copperfield Fam	Complete	NY
		Celebrate Fam		
		- determine angle of media piece & participating partners	TBD	EB
		- work with Janet re. invites	Cancelled	EB/JF
		- coordinate tkt selection, hotel accommodation	Cancelled	EB
		- RSVP coordination	Cancelled	EB
		- Airshow Fam	Complete	EB/JF
		- accompanying site inspect., follow up with clients	Cancelled	EB/WD/JOE
		CCMA Fam		
		- determine coop partners design invitations, coordinate tkts & mailing list	Cancelled	EB/DK
		- coordinate RSVPs, hotel accommodation, accompanying inspect.	due to budget site restriction Cancelled	EB
		- follow up client, invoice partners	Cancelled	EB
		Sinatra Fam		
		- Order Tickets	Complete	EB
		design invites,	Complete	EB
		- coordinate RSVP, site inspect	Complete	WD
		- follow up clients, invoice partners	Complete	EB/WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
4.	MARKETPLACES/TRADESHOWS			
		RCMA -Chicago	Complete	NY
		OCVA - Toronto	Complete	NY
		CSAE - Halifax		
		- determine coop partners	Complete	EB/Joe
		- secure space allocation	Complete	Joe/WD
		- select theme & source		
		- determine booth construction & transportation arrangements		
		- discuss set up & tear down	Complete	EB
		- develop direct mail piece		
		- determine clothing for booth, giveaways		
		- sponsorship of 1st Timer's Breakfast	Cancelled	EB
		- arrange meal, invitees, partners	N/A	EB
		- lead follow up tradeshow	Complete	EB
		- invoice partners	Complete	EB
5.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	Complete	EB
		- administer reserv of ad space	Complete	EB
		- liaise with Ad agency	Ongoing	EB/Joe
6.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	DK
		- Conv Services Brochure, Approve corrections (OK&D)	On Hold Complete	DK DK
		- Contact Mtg Planner for new photograph copy	On Hold	DK
		- go to print	On Hold	DK
		- Product complete & Available	On Hold	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued...				
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	Complete	DK
3.	CONVENTION BUILDING			
		- Country Radio Seminar Nashville (Mar 3-6)	Complete	DK
		- American Society of Foundrymen Chicago	Complete	DK
		- Intern'l Science & Eng Fair Gulf Port, Miss	Complete	DK
		- Cdn Laboratory Science Animals Montreal	Complete	DK
		- Intern'l School Games Germany	Cancelled	DK
		- Cdn Assn of Fire Chiefs Quebec City	Complete	DK
		- Nat'l Square Dance Campers Hamburg, NY	Complete	DK
		- Nat'l SKAL Club of Canada Sask	Cancelled	JOE
		- Ont Home Builders Assn Niagara Falls, Ont	Cancelled	DK
		- Intern'l Bocce Championship	Complete	NICK
		- Canadian Chamber of Commerce	Cancelled	JOE
POST CONVENTION SURVEY				
		- Contact Convention Bureaux for sample	Complete	DK
		- Discuss/approval by Mgr	Complete	DK
		- Print forms	Complete	DK
		- Follow up procedure	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES continued..				
4.	VOLUNTEERS (LH)			
		- Registrations, set-up & implementation, info tables, Ottroc specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program Motivational seminar	Nov	DK/JHC
		- Attend monthly meeting	Monthly	DK/JHC
		- LH Appreciation Dinner	Complete	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION				
1.	VIDEO UPDATE			
		- consult agency re script, setting, actors	Complete	EB
		- assist with obtaining footage of venues	Complete	EB
		- supervise production & budget		
		- approval of script	Complete	EB
		- approve final production	Complete	EB
		- completion of video	Complete	EB/JOE
2.	SUBSIDY GRANTS			
		- conclude current agreement with Ministry of Tourism, Cult & Rec	Complete	EB
		- renegotiate agreement for 93/94 cost sharing agreement	Cancelled	EB
4.	BID PRESENTATIONS (New Bids) *Updated Monthly -*			
		- Cdn Industrial Transp. League	Complete	NY
		- NHL Referees Training Camp	Complete	EB
		- Cdn Celiac Assn.	Ongoing	WD
		- Amateur Wine Makers Assn Ont	Complete	WD/NY
		- Alliance of Cdn Travel Assn	Ongoing	WD
		- Recycling Council of Ont	Complete	WD
		- Digital Equip of Canada Ltd. Sales Meeting	Complete	WD
		- Ont Recreation Facilities Assoc	Ongoing	WD
		- Intern'l Fed. of Netball Assoc	Complete	WD
		- Deaf Baptist Fellowship of America	Complete	EB
		- Ontario Veterinary Medical Association	Ongoing	EB
		- Airport Managers Conference of Ontario	Ongoing	EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION ADMINISTRATION Continued...				
BID PRESENTATIONS (New Bids) *Updated Monthly* - (cont'd)				
		- Fed.of Cdn Municipalities	Complete	WD
		- Professional Photographers of Ontario	Ongoing	WD
		- Boys' Army Reunion	Ongoing	WD
		- Nat'l Association of Mathematics Educators	Ongoing	WD
		- Soil and Water Conservation Society	Ongoing	WD
		- Purchasing Mgmt Association Canada	Ongoing	WD
		- Ont March of Dimes	Ongoing	WD
		- Ont Municipal Social Services	Ongoing	AH/WD
		- Junior Chamber of Commerce	Ongoing	EB
		- Royal & Select Masters/ Masonic Lodge	Complete	WD
		- International Festivals Association	Complete	WD
		- Federated Women's Institute of Ontario	Ongoing	WD
		- National Recreation Facilities Association	Ongoing	WD
		- CFL Evaluation Conference & CFL Draft	Ongoing	EB
5.	MARKETING COMMITTEES			
		- Meeting space, agenda, minutes, reports	Monthly	DK//EB/WD/JOE

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
6.	CONVENTION DISPLAYS			
		- Maintain calendars for each	Ongoing	CK
		- Est upgrade-INSTAND pop-up	Ongoing	DK
		- Obtain approval from Mgr/Budget changes to structure	On Hold	DK
		- Provide ideas for pictures, panels, signage		
		- Place order		
		- Product ready		
		- Ascertain Budget-TABLE TOP		
		- Obtain Estimates		
		- Provide ideas for pictures, jointly with dept staff		
		- Place Order		
		- Product ready		
7.	CONVENTION LIST UPDATE/STATISTICS			
		- Update 2 conv lists	Ongoing	AP
		- Compile & maintain info on conventions booked	weekly	DK
		- track # of delegates/spectators	Ongoing	DK
		- Econ Impact after Convention	Ongoing	DK
		- Econ Impact prior Convention being held for sourcing grants	Ongoing	DK
8.	ARTICLES LOCAL PUBLICATIONS	- Media Listing etc.	TBD	INFO PERSON
9.	SALES MONITORING REPORTS			
		- Create report desing	Complete	WD/EB/Joe
		- Create Lotus 1-2-3 Spreadsheet	Complete	WD
		- Input 1993 conv bid submissions	Complete	WD
		- Update report weekly	Ongoing	WD

Lehigh Valley
Motorcoach*
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November 9, 1993

Janet Foster
Hamilton Tourism & Convention Services
c/o Economic Development Department
P.O. Box 910, 1 James St. South
Hamilton, Ontario, Canada L8P 4R5

Dear Janet,

I want to take this opportunity to thank you and your staff for your great hospitality during our fam tour of your area on November 1-2. Our special gratitude to June Hanna - Cook who we all enjoyed as our escort for our 2 days in the Hamilton area. She was very polite and knowledgeable of the area.

We have so many to thank who made our 2 days enjoyable - Margaret & Alex Tsangarakis of It's All Greek To Me and Baranga's on the Beach whose restaurants were superb. The Theatre Aquarius production was a real treat and our gratitude also to Ruth Slater. Likewise also for Dundurn Castle and the Royal Botanical Gardens. Please express our thanks and appreciation to all of them. I've already personally thanked Cheryl Samek at the Royal Connaught Hotel.

The friendliness and generosity of everyone in the Hamilton area really impressed us and motivated a number of our group leaders to consider planning a return trip. In this regard, we will be working with Steve Rzepecki of Ambassador Travel in planning tour visits.

In the meantime our thanks again to all and have an enjoyable holiday season!

Sincerely,

Leonard F. Marzen Jr.

Leonard F. Marzen, Jr.
Vice President of Sales

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